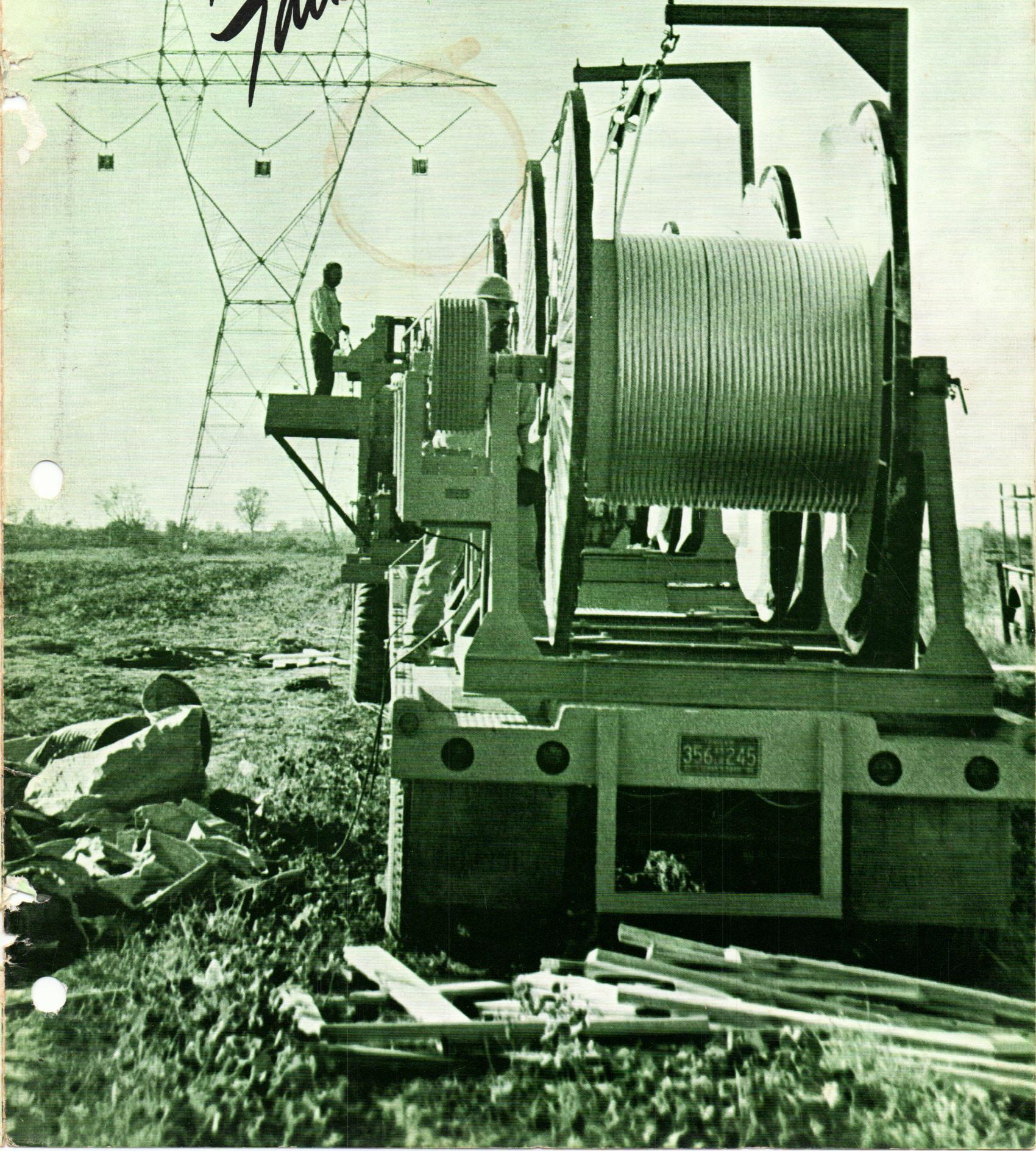


*Plain
Talks*

GULF STATES UTILITIES COMPANY

MARCH, 1966



Jim Turner Turns Editor's Reins Over to Bunch Eads

WITH THIS ISSUE, Bunch Eads advances to editor of Plain Talks. After nearly 10 years, and 114 consecutive issues, I'm going to the sidelines. Editing Plain Talks has been a good experience. The pains of errors have usually been tempered by the satisfaction of accomplishment. It's

comforting to turn the reins over to Bunch, who for six years has helped record Company history, births, deaths and success stories. With the able assistance of Hal Reagan, Plain Talks is bound to improve with age.

—JST

New York City's Smog Law Can Be Costly for Con-Ed

THINK WE GOT TROUBLES?

Well, we do, what with a G&T co-op trying to locate smack dab in the middle of our system, line beautification, on-site generation, fuel cells, etc., but almost everybody faces these little distractions.

But pity ConEd of New York. A stiff air pollution control law for New York City has been introduced by the city council and seems assured of passing. If it does, the burning of bituminous coal would be prohibited

unless precipitate control equipment, which is 99 per cent efficient, is installed. Reportedly the cost of bringing all of ConEd's facilities up to this standard would run to \$10,000,000 and more. Also, plants would have to halt operations, one at a time, to install the equipment. And the company says it is in "no position to do so."

Next time you visit or pass one of our clean-burning power factories point this out to your acquaintances.

NRECA Endorses Supplemental REA Loan Financing Program

THE NATIONAL RURAL Electric Cooperative Association, meeting in Las Vegas, February 14-17, endorsed the previously proposed supplemental financing program, which would include establishment of a Federal Bank for rural electric systems and continuation of the traditional 2 per cent, 35-year REA loan program. The vote was 700 to 50. Under the proposal, co-ops would be able to obtain cost-

of-money loans from a bank, initially supported by the government and eventually owned by the borrowers. The resolution gives the NRECA authority to seek legislation authorizing the bank. Establishment of the bank carries a price tag of \$750 million, to be provided by the government, which would also extend credit and backing for money raised in the money market.

OUR COVER

AN IMPORTANT PART of 1966's \$53 million construction budget is the continuation of work on the 148 miles of Extra High Voltage line that is crossing our Louisiana Service area. This EHV project will connect our system with other power systems throughout the south. Completion of the system is scheduled for early 1967. Here contractor's crews string lines that will carry 500,000 volts. Big projects like this call for giant pieces of equipment like this line tensioner.

CONTENTS

Construction Budget of \$53-million Announced for 1966	1
National Electrical Week Provides Good News Coverage	3
New Highs in Generation— New Lows in Price of Electricity	4
Bigger Payroll Deductions Reflect New Social Security Benefits	10



Member of Southeast Texas
Industrial Editors and Inter-
national Council of Indus-
trial Editors.



Chairman Morrison



President Richard

Chairman Morrison to Retire April 1; President Richard Elected New Chairman; Werner Elected President



Mr. Werner

THE RETIREMENT OF CHAIRMAN MORRISON was announced following the February 15 meeting of our Board of Directors. It will be effective April 1. Mr. Morrison, who has been chairman of the board since January, 1963, will remain a member of the board of directors.

President Richard was elected to succeed Mr. Morrison as board chairman and principal executive officer. Eldon A. Werner, executive vice president, was elected president. Both changes are also effective April 1.

Chairman Morrison's retirement climaxes a 42 year career in the electric utility industry. After 23 years with Stone & Webster Corporation and associated companies, he was transferred to our Company as assistant to the president in 1947, the year our Company became an independent company. He was elected a vice president in 1954, executive vice president in 1955, a director in 1957, president in 1961 and chairman of the board in 1963.

President Richard, a native of Jennings, Louisiana, has been with our Company 40 years. He began his career as a clerk in Jennings and progressed through various accounting and tax posi-

(Continued on next page)

tions until named treasurer in 1956. He was elected president and a director in 1963.

Mr. Werner has been executive vice president since February, 1965. Prior to that he had been vice president in charge of Baton Rouge operations.

A native of Brockton, Mass., Werner has work-

ed in the electric utility industry for 40 years. He joined our Company in Baton Rouge in 1939 as merchandise sales manager. In 1945 he became manager of the newly-created Personnel Department. He was elected a vice president in 1958 and a director in 1962.

Production Advances Two To New Supervisory Positions

THE FOLLOWING PROMOTIONS and transfers of two production employees were made on March 16.

Floyd T. Langlois, formerly test supervisor at Willow Glen Station, Baton Rouge, was transferred to Louisiana Station as planning supervisor.



Floyd Langlois

Mr. Langlois joined our Company in 1952 as a junior engineer at Beaumont following his graduation from Southwestern Louisiana Institute (now the University of Southwestern Louisiana).

He was made results engineer in System Production in 1954, and in 1958, was transferred to Neches Generating Station as an office engi-

neer. Later that year he was promoted to system results engineer. He had been test supervisor at Willow Glen since January, 1960. Prior to attending SLI, he served in the U. S. Navy for two years.

He is married to the former Mary Madole of Beaumont. They have two children, Tommy and Judy.

J. A. Meitzen, formerly test supervisor at Roy S. Nelson Station at Lake Charles, has been promoted to planning and test supervisor and assigned to Willow Glen Station.



Jim Meitzen

Mr. Meitzen was employed in Beaumont in June, 1958, following his graduation from Texas A&M with a de-

gree in mechanical engineering. He has been an engineer at Nelson Station and was test supervisor at Riverside Station until it was sold to Pittsburgh Plate Glass. Following the sale of Riverside he has been assigned to Nelson Station.

Born in Marlin, Texas, he was reared and educated at Giddings, Texas. He served for two years with the U. S. Army during the Korean Conflict. In addition to attending Texas A&M, he also attended Blinn Junior College in Brenham, Texas.

He is married to the former Ann Jacob of Alta Loma, Texas. They have two daughters, Karen Ann and Lisa Marie. While in Lake Charles he was a member of the Industrial Management Club.

Percle Named Utility Foreman, Baton Rouge

MALCOLM P. PERCLE, formerly a lineman first class in Baton Rouge T&D, was promoted to utility foreman on March 16.



Malcolm Percle

A native of Baton Rouge, he has been with our Company since March, 1946, when he was employed as a helper in Baton Rouge. He progressed through service and line classifications until made a lineman first class in 1950. He moved to Service in 1951 and back to Line in 1955.

He attended Baton Rouge schools and served in the U. S. Navy from 1942 to 1946.

Mr. Percle and his wife, Effie, have two sons, Gary Wayne and Gregory.

They are members of Fairfield Baptist Church where he is vice chairman of the board of deacons.

Pellerin Made Labor Foreman, Port Arthur

M. J. PELLERIN, was promoted to labor foreman in the Port Arthur Line Department on March 16. Mr. Pellerin, formerly a truck driver, joined our Company as a helper in the Line Department in 1951. He became a truck driver in 1952.



M. J. Pellerin

A native of Port Arthur, he attended schools there and was graduated from St. James High School in 1947. He previously served one year in the Navy from 1945 to 1946.

He is married to the former Margaret Elizabeth Broussard of Port Arthur and they have six children, Linda Ann, Milton Joseph, Jr., Evelyn Faye, Vickie Lynn, Natalie Jane, and Mary Rebecca.

They are members of the Immaculate Conception Church of Groves and he is a member of the Knights of Columbus.

Company Crosses 6,000 KWH Usage Per Home Customer

AT THE END OF JANUARY, our residential customers averaged using 6,005 kilowatthours per home customer. This compared with the national average of 4,933 KWH per resident at the end of December.

Of the 130 companies reporting to the sales division of EEI, our Company was third behind Houston Lighting & Power Co. and Dallas Power & Light Co. in the west-south-central reporting area.

\$53 Million Scheduled for 1966 Construction

COMPANY BIRTHPLACE REVISITED. Chairman Morrison, Orange (Texas) Mayor Neal Miller, Jr., President Richard and T. O. "Doc" Charleton, superintendent, Orange District, visited the old Sabine Power Plant when our board of directors meet in Orange on February 11. It was at Orange where our present-day company was born on September 1, 1925. The newly-founded Gulf States Utilities Company purchased the Orange Ice, Light and Water Company and from this grew today's service area covering 28,000 square miles of Texas and Louisiana. The power plant, namesake of the new Sabine Power Plant located near Bridge City, was sold in 1963 to Livingston Shipbuilding Co. The property has been used as a service center by the Orange Line Department since the mid-1940's and will pass from our Company's history in April when the Orange District is moved into new quarters near MacArthur Circle.



MEETING FOR THE FIRST TIME in the birthplace of the modern day Gulf States Utilities Company—Orange, Texas—our board of directors approved a \$53 million construction budget for 1966.

It was also announced at the same time that our Company will spend some \$300 million on construction during the period 1966-1970.

It was on September 1, 1925, that the newly-formed Gulf States organization purchased the old Orange Ice, Light and Water Company to form the nucleus of the electric system which today spreads over 28,000 square miles of the Texas-Louisiana Gulf Coast.

Before 1925, Southeastern Texas and South Central Louisiana was served by numerous small investor-owned utility companies founded before the Civil War and whose services ranged from horse-drawn street cars to the storage and chilling of beer.

In other matters the board of directors declared quarterly dividends of 18 cents a share on the common stock and regular quarterly dividends on the eight series of preferred stock to be paid March 15 to shareholders of record February 21.

Directors present were Chairman Morrison, Roy S. Nelson, B. D. Orgain, Glenn E. Richard, Lewis M. Welch and Eldon A. Werner of Beaumont; Floyd R. Smith and Richard O. Wheeler of Baton Rouge; Henry C. LeVois and Harrell R. Smith of Lake Charles; Munger T. Ball of Port Arthur; and Edwin W. Hiam of Boston, Massachusetts.

Of the \$53 million earmarked for 1966 construction, over half (\$31,831,000) will be spent in Louisiana, with the Baton Rouge Division getting most (\$20.2 million).

Our biggest single construction project beginning in 1966 will be the expansion of Willow Glen Power Station, located south of Baton Rouge at St. Gabriel. We will spend over \$30 million installing a third turbo-generator that will rank as one of the South's biggest units at 550,000

(Continued on next page)

(Continued from page 1)

kilowatts. When it goes into commercial operation in late 1968, the new unit will more than double Willow Glen's present capability of 382,000 kilowatts. It will also become the largest of our five generating stations.

Upon the completion of the third unit, our total generating capability will climb to 3,055,000 kilowatts—13 times that existing at the close of World War II.

Other work in Louisiana will include the continuation of work on the 148 miles of Extra High Voltage (EHV) line (500,000 volts) that will tie in with other power systems throughout the south. The multimillion dollar project also calls for construction of two 500-138,000 volt substations—one at Willow Glen Station and the other in the Lafayette area. Completion of the EHV system is scheduled for early 1967.

Another half million dollars will be spent rebuilding transmission facilities and building new lines in the Morganza-Maringouin area.

Construction will be completed on nine new distribution substations—six in Baton Rouge Division and three in Lake Charles Division.

Our Company will also start building an additional power source, a new high capacity 138,000 volt trunk line, from Southeast Texas into Southwest Louisiana and our entire eastern system during 1966.

Three new substations will be built in Louisiana to serve pipeline pumping stations at Welch, Krotz Springs and Felixville. The Felixville project will also include underbuilding the EHV system from Willow Glen to the Mississippi state line.

In our Texas service area, 1966 construction calls for the spending of \$16,623,000 in the Beaumont Division, \$2,169,000 in the Port Arthur Division and \$2,377,000 in the Navasota Division.

The largest single construction item in Texas will be the completion of the number three turbo-generator



KEY TO CITY. Chairman Morrison accepts the key to the City of Orange from Mayor Miller during the luncheon following the February 11 board of directors meeting. At the right are President Richard and Clyde V. McGee, Jr., general council for H. J. L. Stark Estates. Mayor Miller proclaimed February 11, as "Gulf States Day" in Orange. The meeting, which was held at Orange for the first time in our history, coincided with the 119th anniversary of the birth of Thomas Edison. Chairman Morrison outlined our Company's future plans for Orange industrial and civic leaders at the luncheon.

unit at Sabine Power Station near Bridge City. This job will cost \$8,661,000 in 1966.

Sabine Station now has a generating capability of 460,000 kilowatts. The number three unit will add another 440,000 kilowatt unit, which will be "on-the-line" by the end of this year and will boost the plant's capability to 900,000 kilowatts.

Some \$120,000 has been set aside for preliminary engineering study on a 580,000 kilowatt generation unit to be in service at Sabine Station in late 1969.

Our Company will spend \$3,000,000 for right-of-way which will extend the EHV line from Richard to Nelson and Sabine Stations and to a point southwest of Beaumont.

Another \$300,000 will be spent on the completion of a new service center at Orange.

Construction will begin on the first linework, 138,000 volt line, to site of the Toledo Bend Dam project. This line will tie in our service with that of Central Louisiana Electric Company. When completed in 1968, the entire electric output of Toledo Bend Dam will be purchased by our Com-

pany, CLECO and Louisiana Power and Light Company.

Another 138,000 volt line will be constructed from Sabine Station to South Beaumont Bulk Substation to firm up our power supply to the Beaumont area.

Work will also get underway on construction and conversion of a transmission line from Sabine Station to Huntsville. This will provide another power source into the Navasota Division service area.

Other Texas transmission construction will include the purchase of a line from the city of Caldwell which will be rebuilt and extended to tie into our system. A new substation will also be built to supply wholesale power to Caldwell. A new 138,000 volt line will be built to supply another power source into Port Arthur. Other Port Arthur construction will include a 138/69 KV substation at Kolbs Bulk.

A new substation will be built at Shiloh, Texas, to serve a pipeline pumping station. At the same time a better power source to the Anahuac-Winnie service area will be provided by the conversion of transmission lines to 138,000 volts.



SIGNS PROCLAMATION. Aubrey Sprawls, superintendent, Dayton District, watches as R. K. Mace, mayor of Dayton, signs a "National Electrical Week" proclamation. Proclamations were also signed by the mayors of Huntsville, Cleveland and Conroe, Texas, and Jennings, Louisiana.



MERIT BADGE CLINIC. Arden Loughmiller, industrial sales engineer, Beaumont Division, answers questions for Boy Scouts at the electrical merit badge clinic conducted in Beaumont as part of our Company's observance of National Electrical Week and National Boy Scout Week. Helping Mr. Loughmiller conduct the clinic was Wayne Sullins, industrial sales engineer. The clinic attracted 30 Beaumont Boy Scouts. The council headquarters reported that only seven electrical merit badges were issued last year. More than 70 Scouts applied for two-session course.

National Electric Week Proves to be a Busy One

OUR COMPANY'S 28,000 - square mile service area embraces a population of over 1,000,000, and if most were aware that February 6-12 was National Electrical Week it wasn't by accident.

In an effort to make our public conscious of their "silent servant," a system-wide observance of the week—which included the 119th anniversary of the birthday of Thomas Edison—was mapped by our Company's new Public Relations Department in co-operation with division personnel.

Proclamations declaring "National Electrical Week" in Dayton, Huntsville, Jennings, Cleveland and Conroe were signed by mayors of those five cities and each was presented with a replica of Edison's first electric light bulb. The local news media in each case told of the proclamations and presentations to help spread the word on National Electrical Week.

When, for the first time in our Company's history, our board of directors meeting was held at the Orange Jack Tar House during National Electrical Week, Mayor Neal Miller, Jr., signed a proclamation declaring Friday, February 11, as "Gulf States Day" in Orange. The board meeting was held on the 119th anniversary of the birthday of Thomas Edison. Mayor Miller also presented Chairman Morrison with a key to the city during a luncheon for Orange area industrial and civic leaders which followed the board meeting.

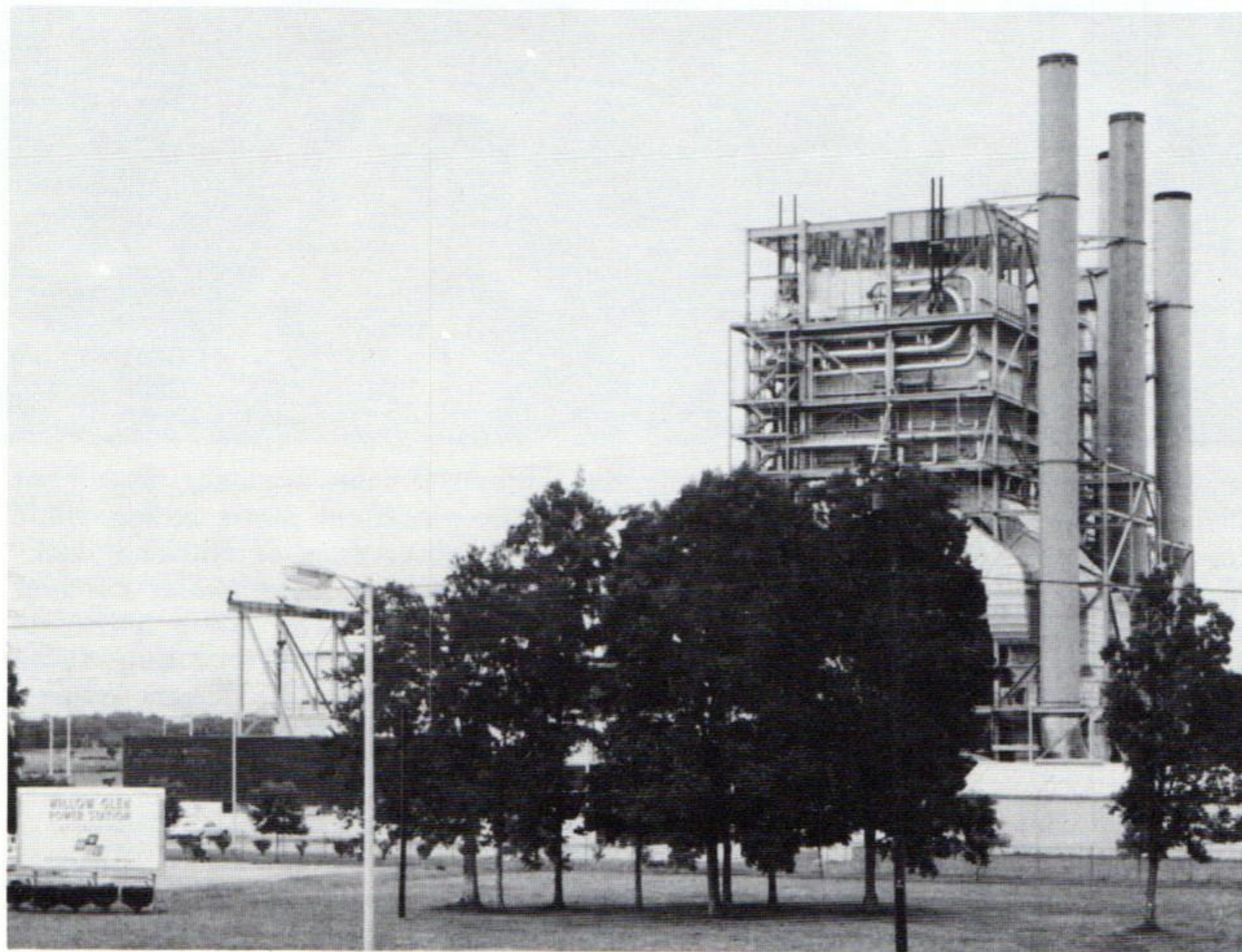
Another highlight of our Company's observances were 17 programs before service clubs. A 20-minute talk on the progress and future of the electrical industry and our Company was presented by division and system personnel to Kiwanis, Rotary, Lions and Sertomas Clubs in Jennings, Beaumont, Port Acres, Sabine Pass, Silsbee, Anahuac, Winnie, Dayton, Cleve-

land, Conroe, Huntsville, Sour Lake, Woodville, Madisonville and West Lake.

Since National Electrical Week coincided with Boy Scout Week this year, an electrical merit badge clinic was staged for 30 Boy Scouts in Beaumont with Wayne Sullins and Arden Loughmiller, both industrial sales engineers, Beaumont Division, conducting the two sessions. According to headquarters of the 16-county council, only seven electrical merit badges were obtained during the entire previous year. Upwards of 70 youngsters in the Beaumont area applied for the Company-sponsored clinic.

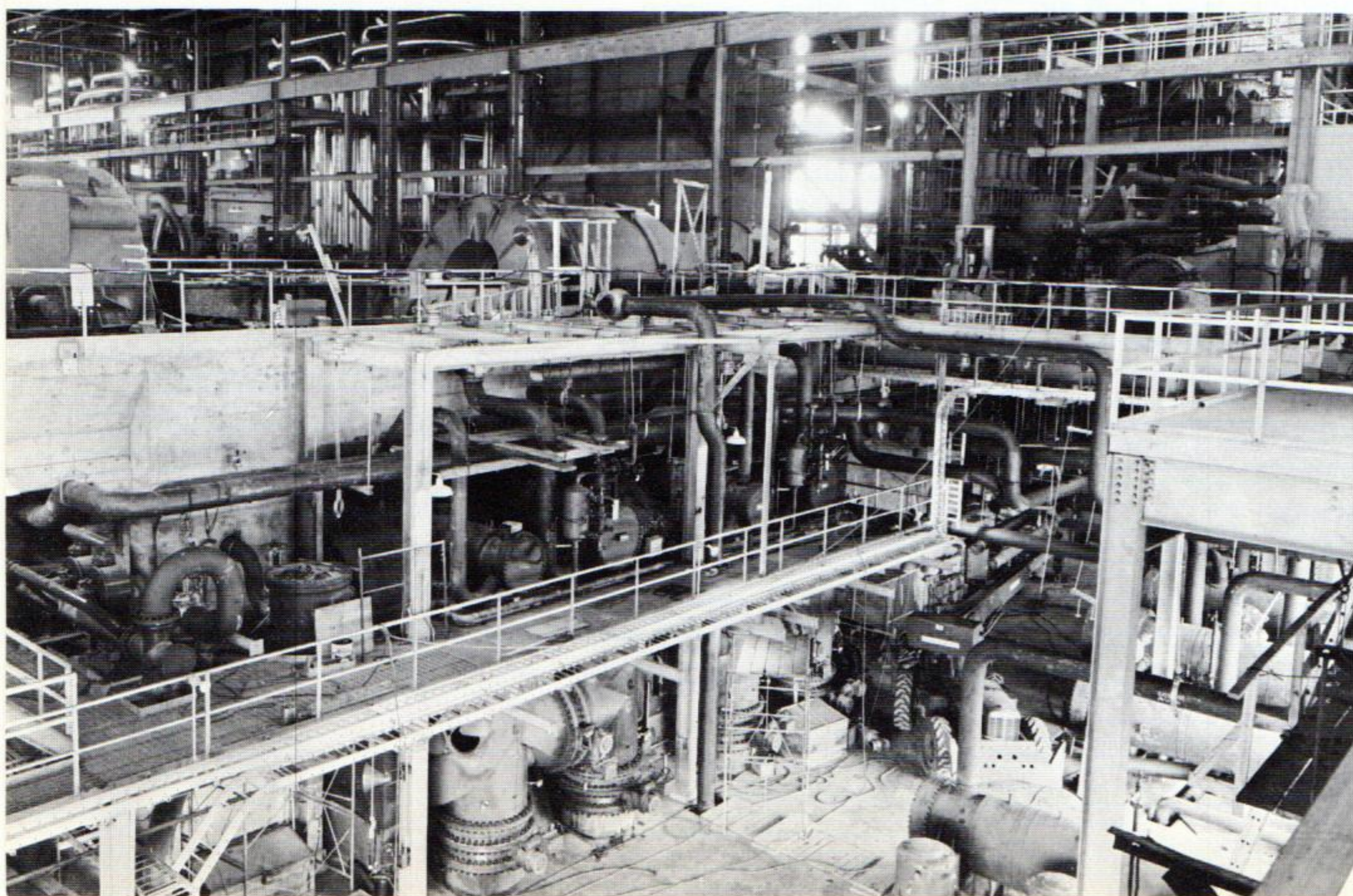
Our electrical week observance reached thousands of others through news releases and suggested editorials sent to newspaper, radio and television outlets in our service area. Advertising in all three media also helped make our public aware of the special observance.

Company, Industry Set New High...New Low



SITE OF NEW UNIT. Construction will soon get underway on a third turbo-generator unit at Willow Glen Station south of Baton Rouge. The \$30 million dollar unit will be put into operation in late 1968. The 580,000 kilowatt unit will rank as one of the largest in the South and will increase our total capability to 3,055,000 kilowatts.

TO MEET GENERATING DEMAND. This shows how far work has progressed on Sabine Power Station's 440,000 kilowatt third unit. The photo was made on February 23 and shows the turbine area. The new unit, which will be "on-the-line" by the end of this year, will boost Sabine's capability to 900,000 kilowatts.



FOR THE FIRST TIME in our Company's history, our generating output last year exceeded eleven billion kilowatthours.

Total production of electric energy by our five interconnected power plants reached 11.13 billion KWH. This was eleven per cent over the 1964 production of 10.06 billion KWH.

The average use of electricity in homes in our service area rose to a record high of 5,951 KWH during the year, considerably over the national average of 4,891 KWH.

While the average use was climbing, the average price per KWH of residential electric service in our service area dropped to a record low of 2.43 cents from 2.48 cents in 1964. This year's cost compares to 3.26 cents a decade ago.

The average cost of commercial service dipped to 2.12. This all-time low compares with 2.16 cents in 1964 and 2.66 cents in 1955.

Last year was also a record-breaking year for the rest of the nation's investor-owned electric utility industry.

For the first time in history, output by the total electric utility industry in this country in 1965 exceeded one trillion KWH. Some 1.061 trillion KWH were generated last year, which is 71 billion KWH greater than the 1964 output — an increase of 7.2 per cent.

Total production of electric energy in the United States reached an estimated record high of 1.157 trillion KWH. With the inclusion of generating facilities maintained by industrial plants for their own use, the 50 states reached a record capability estimated at 253.0 million kilowatts by the year's end, an increase of 5.5 per cent over the 1964 total.

In generating capability, the United States increased its lead over the Soviet Union to 139 million kilowatts. The USSR had a total of 114 million kilowatts at the end of 1965.

Sales in the residential market increased by 7.6 percent during 1964, while industrial and commercial sales increased 6.9 percent.

Average use of electric power in the American home rose to a record high

of 4925 kilowatt-hours during the year, an increase of 222 kilowatt-hours over 1964. At the same time, the average price per kilowatt-hour of residential electric service dropped to a record low of 2.25 cents from 2.31 cents in 1964.

The long-term record of price decreases, despite the over-all inflationary trend, can be largely attributed to the evolutionary development of larger and more efficient generating units, and higher and higher transmission voltages.

These factors, plus more interconnection and pooling and greater use of electricity have brought the average price of a kilowatt-hour of household electricity to less than half what it was 30 years ago, while the cost of living has more than doubled.

Gross electric revenue of investor-owned companies were \$12.87 billion in 1964. The record high is an increase of 5.4 per cent over 1964 and is the 27th consecutive annual gain.

The investor-owned electric power companies paid a 1965 tax bill of \$2.90 billion, about \$97 million greater than their 1964 tax bill. Almost 23 cents of every dollar received by the investor-owned companies goes for taxes to Federal, state and local governments.

This is in contrast with customers of government-owned or government-financed power agencies who paid only about three cents in taxes out of each dollar they spent for electric service. None of this was for Federal income taxes. Nor do government power agencies pay the full cost of money. Thus government power is sold below cost at the expense of the nation's taxpayers—at a time when government funds are needed for defense and other purposes.

About 78.5 per cent of the nation's 65.5 million electric customers were served by investor-owned electric companies during 1965. The remaining 21.5 per cent were supplied by various government-owned or government-financed power agencies.

For atomic power progress, 1965 was truly a significant year. Seven contracts were awarded in 1965 by investor-owned electric power companies for the construction of large nuclear

plants with a total capacity of almost 4.4 million kilowatts, or about four times the capacity now installed in the 12 nuclear plants in operation.

By year's end, some 130 investor-owned electric companies—in cooperation with the Atomic Energy Commission and equipment manufacturers—were taking part in one or more of 33 projects aimed at making the atom an even more practical, more economical source of electric energy.

The 33 projects include 12 now in operation and 12 under design or construction, scheduled for operation by 1971. The remaining nine projects involve research, study, and development of nuclear energy. The total value of the investor-owned companies' nuclear effort is in excess of \$1.1 billion.

In 1965 the Edison Electric Institute reported on three major elements of the industry's research picture for 1964. EEI found that \$46.1 million was spent by 148 electric utility companies for research, EEI spent \$1.1 million in research projects, and \$105.5 million was spent by 14 equipment manufacturers in research specifically identified with electric utility equipment, but not including research on utilization devices such as appliances. The total was \$152.7 million.

Through EEI, electric companies are sponsoring or supporting 31 R&D projects with a total value of \$12.2 million. The Institute's share of this amounts to \$8.1 million.

Progress continues to be made on investigation of transmission at extra-high voltages, direct energy conversion methods, and an improved rechargeable battery system for powering vehicles. Other research projects include studies of water desalination, reduction of air pollution, and insulation materials for high-voltage cables.

Investor-owned electric power companies invested in electric plant and equipment more than \$60 billion in 1965. Expenditures for new construction by these companies during the year were about \$4.0 billion or eight per cent of the new construction expenditures by all American business.

The electric utility industry in the United States set an all-time high mark for new generating equipment

on order and scheduled for operation, including that placed in operation since the beginning of the year, of more than 74.8 million kilowatts. This is greater than all the electric utility capacity in service in the country at the end of 1950.

During 1965, investor-owned electric power companies paid an estimated \$1.96 billion in wages and salaries.

The year 1966 and the years following are expected to continue to be years of growth and progress for the nation's electric power systems.

In 1966, output by the total electric utility industry in the United States is expected to reach 1.133 trillion kilowatthours or about 6.8 per cent over 1965.

During 1966 investor-owned companies are expected to install 9.5 million kilowatts more of generating capacity. For the nation as a whole, 1966 capability is expected to reach 268 million kilowatts, a 5.9 per cent increase over the estimated 1965 total.

In the next five years, the investor-owned electric power companies expect to put approximately 75 million kilowatts of new capacity into service.

With new construction expenditures reaching a record level of \$4.3 billion in 1966, the companies expect to bring their total investment in electric plant and equipment to around \$64 billion by the end of the year.

WHOLESALE PRICES UP, ELECTRIC POWER DOWN

AVERAGE WHOLESALE prices have risen 0.7 per cent since December and for the week of February 8 stood at 104.8, the Bureau of Labor Statistics has reported.

Electric power, a component of the wholesale price index, however, dropped 0.7 per cent from 101.1 in January 1965, to 100.4 in January this year. The base period for the power average is January, 1958; the overall index is based on 1957-1959.



NEW JENNINGS OFFICE TO BE BUILT. Looking over plans for the new Company offices for the Jennings District are John Hudson, contractor; Melvin Garman, who with his sister, Jewel Garman, will own the new building; and Bradley McMaster, district superintendent. The new building will be located at 314 N. Main.

Construction Underway On New Jennings Office

WORK BEGAN LAST MONTH in Jennings, Louisiana, on a new building which our Company will lease for district offices.

The new building which will cost approximately \$44,000 is being constructed by Melvin Garman and his sister, Jewel Garman. John Hudson is the general contractor.

Mr. Garman is senior engineering assistant in Jennings T&D. He has been with our Company since 1937. The new offices will be built at 314 N. Main, the site of the Garman Building which housed Garman's New-stand for many years.

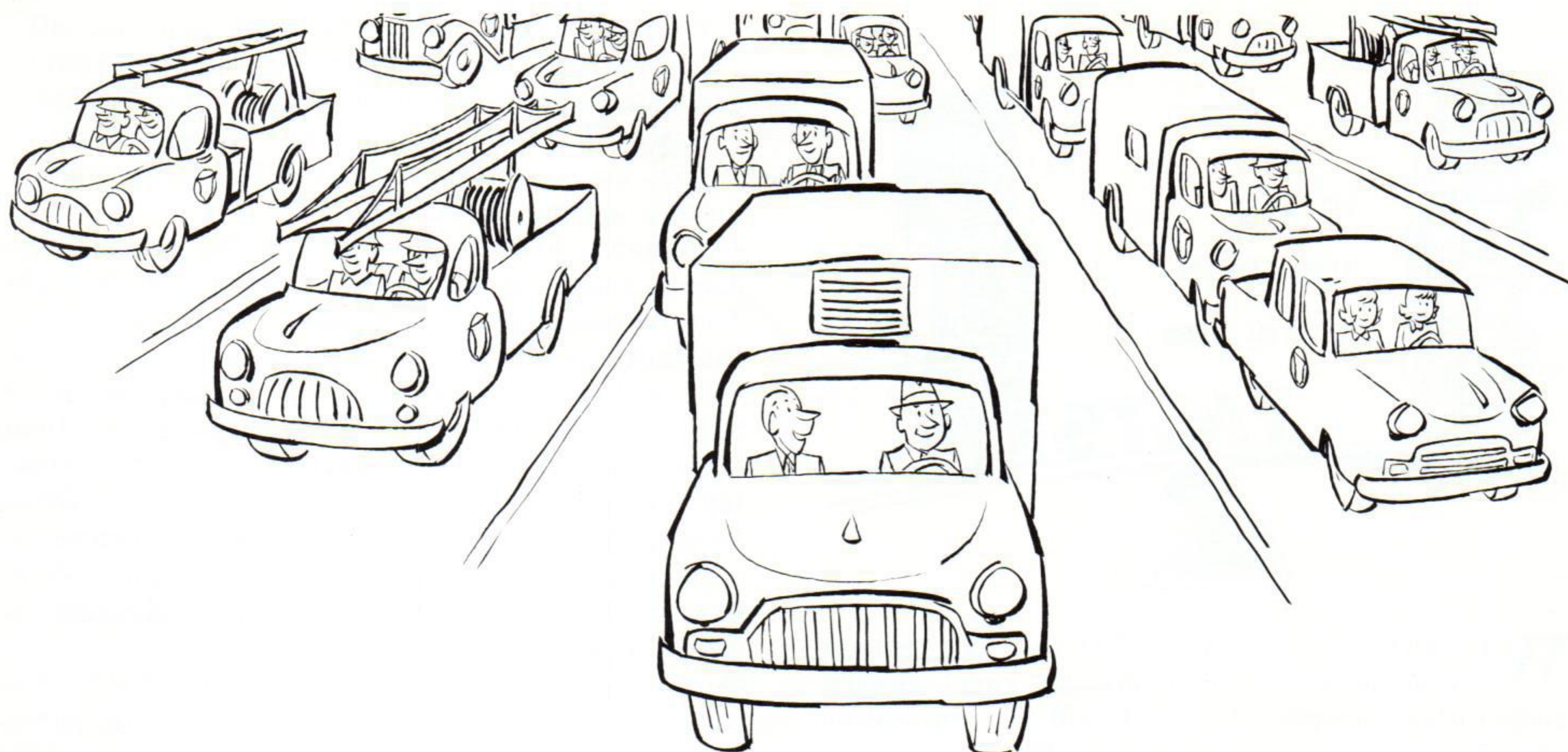
The new offices which will contain approximately 3,630 square feet of floor space will be constructed of brick. The building will double the space presently occupied by our offices at 118 N. Market.

Eighteen rooms will be provided for a large salesfloor, an accounting department, office space for the district superintendent and salesmen, storage space and a large home service kitchen.

At the rear of the building will be a blacktop parking area opening on Broadway. Entrance to the kitchen will open onto this parking area.

An all-electric heating and cooling system will be provided and a modern, 130-fixture florescent lighting system will be included in the new structure.

"Our move is in line with our desire to keep business located in the downtown area and, also, to present a good-looking business district for shoppers," said Bradley McMaster, district superintendent. "By leasing downtown, we hope that we can give assistance to other downtown businesses by drawing our customers to the central business location."



Company's Defensive Drivers Made 1965 a Safer Year

ARE YOU A "DEFENSIVE DRIVER?"

If so, you make allowances for the lack of skill and lack of knowledge on the part of the other fellow—you recognize that you have no control over the unpredictable actions of other drivers and pedestrians, nor over conditions of weather and road, and therefore you develop a defense against all these hazards.

A conservative estimate fixes the cause of vehicle accidents on driver error—mistakes drivers themselves could avoid by not speeding, by not driving recklessly, by not obeying the rules of the road, and by not yielding the right-of-way—even when in doubt, and by not making many other concessions to avoid collisions.

In short, the defensive driver thinks about what might happen and is ready for any emergency.

We have ample proof that a good many Gulf Staters who drive Company vehicles can be described as "defensive drivers." For example, last year 838 Company vehicles traveled over 10,647,981

miles. Out of 838 qualified drivers, over 769 employees completed the year without being responsible for a motor vehicle accident. The Company frequency rate for 1965 was 6.48 compared to 6.90 for 1964.

Our safe driving program is just one facet of our Company's intensive safety program aimed at instructing Gulf Staters in the methods of accident prevention on the job, on the road and in the home. There is no substitute for safety and in almost all areas of accident prevention, we find solid evidence that this instruction pays off.

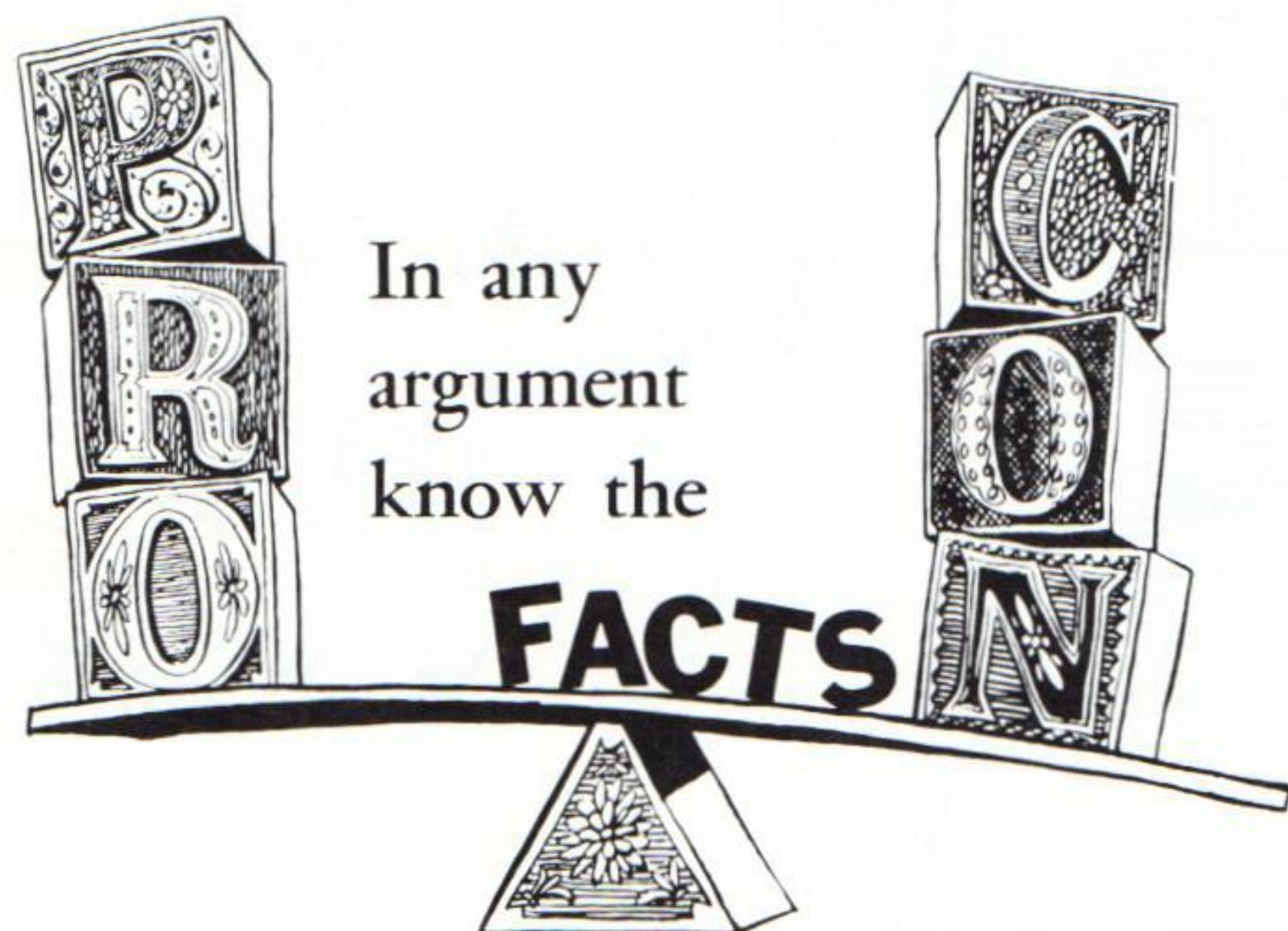
We must continue to be "defensive" not only in our driving habits but also as we work in our generating plants and substations, on our lines and in the offices. It only takes a few careless seconds to put safety on the offensive.

Check the good advice in the following list of common sense rules which make for safe, sensible defensive driving. Can you qualify as a defensive driver?

Check for Defensive Driving

- ☐ Make Emergency Stops Off the Road
- ☐ Obey Speed Laws
- ☐ Heed Crossing Signals
- ☐ Make Full Stops at Stop Signals

- ☐ Always Signal Stops and Turns
- ☐ Have Car Checked Regularly
- ☐ Pass Only When Coast is Clear
- ☐ Avoid Mixing Alcohol and Gasoline



In any
argument
know the

FACTS

WE HAVE LONG ARGUED that the generation plant which Louisiana rural electric cooperatives propose to build will be duplication of existing or proposed facilities. The co-ops have long distorted the facts and disputed our arguments.

Here are some of the distortions and the true facts for use in discussing the case with our friends and especially, our elected representatives. (Keep in mind that in January the Fifth U. S. Circuit Court ruled that "the remedy is not in the courts but in the Congress.")

The super co-op says: "If Louisiana has all the power it needs, then why are the four companies building transmission lines all the way to Tennessee to purchase Federal power? They have spent millions of dollars propagandizing against TVA."

The facts: For the present and the years immediately ahead Louisiana has all the power it needs. The investor-owned companies of Louisiana are constantly adding generating capacity, transmission and distribution facilities to keep ahead of the demands. Our Company announced in June, 1965, plans to install a 500,000 kilowatt generating unit at the Willow Glen Plant south of Baton Rouge. Also, the Company has under construction approximately 150 miles of extra high voltage transmission line (500 KV) for the exchange of power in peak seasons with other electric suppliers. Power will not be **PURCHASED** from TVA. The investor-owned companies merely have an agreement with the agency whereby power will be **EXCHANGED** to the mutual benefit of both parties. In the summer months when the investor-owned companies' peak electric loads occur, a limited amount of TVA-generated power will be transmitted into the companies' systems. Then, during the winter months when the TVA peak occurs for heating, the same amount of power will be trans-

Colorado Supreme Court Rules Construction Of REA Generating Plant Illegal

ON FEBRUARY 14, the Supreme Court of Colorado returned a hopefully significant decision when it ruled that a \$30.5 million generating plant providing power to rural electric cooperatives projects was built illegally.

This decision "after the fact" contrasts sharply with the Louisiana Court's ruling that the REA co-ops' proposal to build a super co-op G&T in Louisiana is not the business of the courts.

The Colorado court, in a 6-to-1 decision, ruled that the Colorado Public Utility Commission wrongly issued a certificate of convenience and necessity to the Colorado-Ute Electric Association, Inc., to permit it to build a 150,000 kilowatt steam plant. This generating plant built by the G&T cooperative was financed in part by REA loans of more than \$22 million which were approved in 1962.

The Western Colorado Power Company and the Public Service Company of Colorado sought to have the commission's action reviewed by the state

district court, and this court sustained the commission. In the latest proceeding, the companies appealed the decision of the district court to the state supreme court. In this case, the court reversed the decision of the commission and ordered it vacated and set aside.

The Colorado Supreme Court held that public convenience and necessity in view of the acknowledged adequacy of existing service does not require the construction of the steam power plant to be financed by the REA loan. A Colorado statute provides that no public utility shall begin the construction of a new plant without first having obtained a certificate from the commission that public convenience and necessity required its construction. The court held that this law was applicable to the cooperative. The court found to be constitutional a 1961 Colorado statute declaring electric cooperatives to be public utilities subject to the commission's jurisdiction.

The court said that there was a lack of evidence

mitted back into the TVA system. This exchange will simply delay the need for adding generating capacity by both parties. It has nothing to do with the companies' attitude toward the fact that TVA is competing unfairly with private enterprise.

The super co-op says: "Remember, in the 1930's these same four companies said rural electrification was not necessary or practical. It is doubtful that their foresight is any better today, as it is based entirely upon what the companies can get out of Louisiana . . . not what can be put into the state."

The facts: The investor-owned companies have always been interested in serving rural Louisiana. Today these companies serve over 300,000 rural customers—or two-thirds of the total rural customers in the state.

These companies contribute a great deal to Louisiana, besides providing electric power at rates among the very lowest in the nation. The investor-owned companies' tax bills amount to \$50,000,000 per year, or 23 per cent of every dollar of revenue, for the operations of local, state and federal governments while the co-ops pay only token taxes of about one per cent. Our public schools receive a large portion of their support from these taxes, and even some of the money the Federal government loans to the co-ops is taxes paid by the in-

vestor-owned companies. Thousands of people all over Louisiana have investments in these companies.

In addition, the 5,000 employes of the Louisiana companies contribute a great deal to the communities in which they live. Through their work in civic and service organizations, churches and other character building and charitable groups, these families help support the growth and prosperity of the state.

Further interest of the investor-owned utilities is the development of the area, working to bring new businesses and industries into the State.

The super co-op says: The REA loan for generation and transmission will assure rural Louisiana a source of adequate and dependable electricity WHEN and WHERE needed . . . not where the four companies dictate."

The facts: Never—at any time during the discussions over new contracts—has the REA Administrator or the super co-op questioned the when and where of electric power supplied by the investor-owned companies. The three Louisiana utilities presently serving the co-ops have a total of 138 connections with the 13 co-ops, located at various points in the state for the adequate and dependable delivery of electricity.

of public convenience and necessity. The court summarized its position on this point as follows:

"In summarizing the factual situation presented by the record, it is apparent that:

1. adequate electric service is already available in the state of Colorado for the needs and necessities of the proposed new customers of Colorado-Ute; therefore

2. the construction of the Hayden Plant, requiring an investment of approximately 30 million dollars, is not necessary to supply any present or foreseeable future electric requirements, and Colorado rate-payers should not be required to support it; and

3. affirmance of the district court's judgment and the decisions of the commission would sanction a duplication of existing electric facilities which are adequate to supply the need of the public; and

4. the affirmance of the district court and commission decisions by this court would be inconsistent with the doctrine of regulated monopoly and would, as we stated in *Public Utilities Commission v. Verl Harvey, supra*, render regulation "wholly ineffective and meaningless."

The court asked the question, "Does the fact

that the Hayden Plant has already been completed require an affirmance of the judgment of the trial court?" The court said that the answer was "No," stating in part, "It is clear that both Colorado-Ute and the REA, its financing associate (which was not before the commission), recognized that construction of the Hayden Plant during litigation was attended with substantial risk, and they engaged in such activity with full knowledge of the possible consequences." It went on to say, "When litigation in accordance with the statutes and procedures of the state in question is in progress, it needs no citation of authority to establish that consent of the state authority to the construction has not been obtained, nor could any reasonable person believe that security for the proposed loan is adequate and that the loan will be repaid in due course when the very right to construct the plant is still in litigation."

This Colorado decision raises questions about the fate of the generating plant. It also heightens fears that taxpayers' money can be actually spent on construction that is later to be labelled illegal.

Certainly this new decision deserves the thoughtful consideration of members of the Congress and the courts in Louisiana and Washington D.C.

Greater Payroll Deductions Finance Expanded Social Security Programs

A LARGER SHARE of your payroll dollar is now being deducted for Social Security.

During the past year we have run articles about how the new Social Security program would affect your paycheck and your benefit schedule. But now that you're experiencing its effect we're reprinting some articles we have received from the Social Security Administration on Social Security benefits and Medicare.

Amendments to the Social Security Act, providing for the most extensive series of new benefits since the law was first passed by Congress in 1935, have already increased taxes as much as \$103 for many Gulf Staters.

The amendments will make important changes in Old-Age, Survivor's and Disability benefits, and inaugurate a two-part program of health care for the aged—Medicare.

The tax rate has been increased from 3.625 per cent of the first \$4,800 earned last year to 4.2 percent of the first \$6,600 you will earn this year. Under the previous tax and earnings taxable schedule, if you earned \$4,800 or more you paid \$174. Now the deduction is \$277.20 if you earn \$6,600 or more.

Our Company will also be taxed an amount equal to what you have to pay. The payments you make and the Company's matching taxes will both be credited to your Social Security account.

Medicare Offers Two-Part Health Insurance Program

MEDICARE IS A TWO-PART health insurance program designed to give health care to nearly every American 65 years of age or older. The program provides a non-optional basic plan for hospital expenses, and a voluntary supplementary plan which costs the individual an additional three dollars a month for surgical-medical insurance. The U. S. Treasury provides an equal amount towards the surgical-medical insurance coverage.

Basic Plan Coverage

- Hospital care up to 60 days with patient paying first \$40. Additional 30 days with patient paying \$10 a day. Hospital benefits include room and board, usual drugs and supplies, use of wheel chair, crutches, etc.
- Home health care after discharge from hospital or nursing home—as many as 100 visits by nurses and therapists during a single illness.
- Outpatient diagnostic services at hospital, with patient paying part of the bill.

- Nursing home care, but only after transfer of patient from hospital. Patient pays nothing for first 20 days, \$5 a day up to 80 additional days. Nursing home benefits include room and board, therapy, usual drugs, services by nursing home staff.

Does Not Cover

- Physician's or dentist's bill, medicines and drugs except as ordinarily provided in hospitals or nursing homes.
- Private nurses, rental of TV sets, other extra services mainly for patient's added comfort.
- Nursing home care except following transfer from hospital.
- Transportation to hospital for medical service.

Voluntary Plan Coverage

- A long list of service, for which the patient pays each year the first \$50 of expense plus 20 per cent of remaining expense. Included in these services are:
 - Physician's care — in hospital, office or home—including surgeon's services.

Does Not Cover

- Eyeglasses, hearing aids, dental bills, routine eye examinations, orthopedic shoes.
- Immunizations, routine physical examinations, custodial care.
- Diagnostic x-ray, radium, radioactive-isotope, surgical dressing, splints, casts, rental of medical equipment, braces, artificial limbs and eyes.

INCREASE IN SOCIAL SECURITY PENSIONS

Retired person, 65 or older

Retired couple, both 65 or older

Average Monthly Earnings During Working Years	Old Pension	New Pension	Increase	Average Monthly Earnings During Working Years	Old Pension	New Pension	Increase
\$67 or less	\$40	\$44.00	\$4.00	\$67 or less	\$60.00	\$66.00	\$6.00
100	59	63.20	4.20	100	88.50	94.80	6.30
125	68	72.80	4.80	125	102.00	109.20	7.20
150	73	78.20	5.20	150	109.50	117.30	7.80
200	84	89.90	5.90	200	126.00	134.90	8.90
250	95	101.70	6.70	250	142.50	152.60	10.10
300	105	112.40	7.40	300	157.50	168.60	11.10
350	116	124.20	8.20	350	174.00	186.30	12.30
400	127	135.90	8.90	400	190.50	203.90	13.40
500	127	157.00	30.00	500	190.50	235.50	45.00
550	127	168.00	41.00	550	190.50	252.00	61.50

- Home service by visiting nurses and therapists, in addition to those provided by basic program, with no requirements of prior hospitalization.
- Cosmetic surgery unless needed to repair an injury or improve functioning of a defective part of the body.

Time Schedule For Benefits

January 1, 1965—Pension increases are retroactive to this date.

January 1, 1966—Payroll deductions increase for Medicare and Social Security.

July 1, 1966—Beginning of basic Medicare and Supplementary Plan.

January 1, 1967—Nursing home benefits begin. Second increase in payroll deductions begin.

Eligibility Deadline For Medicare Set March 31

GULF STATERS WHO will be 65 soon and have never filed an application to receive social security benefits are advised to apply with the Social Security Administration before March 31, 1966. This is also good advice to pass along to your parents or friends over 65, if they have never applied for benefits.

To those in the 65-and-over age group, the Social Security Administration reports some important advantages in filing promptly.

Even if you continue working after 65, an early application will establish your eligibility for hospital insurance under the new "Medicare" program. The application gives you an opportunity, also, to enroll in the voluntary medical insurance plan, which helps pay doctor bills and the costs of certain other medical services.

If you will be 65 or over on January 1, 1966, you should not wait too long to enroll for medical insurance. To have this protection when the program starts on July 1, 1966, you must enroll before March 31.

More Cash Benefits: Scheduled During 1966

SOcial SECURITY cash benefits have been increased at least seven per cent by the 1965 amendments to the law. The minimum increase is four dollars a month.

Benefit payments to retired or disabled workers under the new provisions range up to \$139.90 monthly, depending on your average earnings. You may eventually receive as much as \$168 a month, but since the amount is based wholly on the new wage base, it will generally be payable only to persons retiring some years from now.

An important change enables an employee to earn more money than previously permitted after the age of 65 and still receive some benefits. Starting this year the amount you can earn and still receive all benefits for the year will increase from \$1,200 to \$1,500.

Among other changes are:

- Payment of child's benefits until age 22 if an unmarried, full-time student.
- Benefits to many severely disabled people not previously eligible.
- Allowing widows to choose benefits in a reduced amount as early as 60 years of age.
- Paying special benefits to certain persons over 72 who were not previously eligible.

If an individual continues to work after he applies for Social Security

benefits, his earnings record will be examined and his benefits will be recalculated automatically if he becomes eligible for increased benefits.

Amendments Raise

Age Limit on

Child's Benefits

DO YOU KNOW OF ANY CHILDREN between the ages of 18 and 22? Are they children of deceased, retired, or disabled Gulf Staters?

The 1965 amendments to the Social Security Act have raised the age limit for child's benefits from 18 to 22. Only full-time students between the ages of 18 and 22 may get these social security benefits. Under the old law, checks for children stopped at age 18 even if they continued to go to school. This change in the law provides for payments back to January, 1965. Some benefits may be payable to former child beneficiaries who went to school and who reached age 22 earlier this year.

If you know of any student that might be eligible for these payments, tell him to get in touch with the Social Security Office immediately.

SCHEDULE OF PAYROLL DEDUCTION INCREASES

Your current 1965 Social Security deduction of 3.625 percent on the first \$4,800 of earnings costs you \$174. The new schedule calls for a higher percentage to be deducted from the first \$6,600 of earnings and to increase more in succeeding years.

New Rates for Social Security Programs Including Medicare

Year	Social Security Tax Rate	Medicare Tax Rate	Total	Amount Of Tax	Amount for Medicare
1966 on first \$6,600	3.85%	.35%	4.2%	\$277.20	\$23.10
1967 - 68	3.9	.5	4.4	290.40	33.00
1969 - 72	4.4	.5	4.9	323.40	33.00
1973 - 75	4.85	.55	5.4	356.40	36.30
1976 - 79	4.85	.6	5.45	359.70	39.60
1980 - 86	4.85	.7	5.55	366.30	46.20
1987 and after	4.85	.8	5.65	372.90	52.80

Ten Jefferson County 4-H'ers

Complete Electrical Course

TEN JEFFERSON COUNTY 4-H Club members were awarded certificates last month for completing a four-session electric training school conducted by our Company.

The course was conducted on four consecutive Friday nights for 65 boys and girls for 4-H Clubs throughout Jefferson County with 57 attending at least three sessions. To receive certificates of completion the students had to attend all four courses.

Certificates were awarded to: Linda Graham and Alvin Eldridge, Hebert High School, Beaumont; Barbara Sam and Alvin Johnson, John P. Odom Elementary, Beaumont; Laura Griswold and Sara Jo Peck, West Groves Elementary, Groves; Kathy Winkler, Edison Junior High School, Port

Arthur; Jody Chesson and Kenneth Kondo, Hampshire-Fannett High School; and Clarence Finch, Austin Junior High School, Beaumont.

The similar schools are presented periodically each year throughout our service area by the Home Service and Area Development Departments. The program includes a session on general electricity and one on home lighting for all 4-H'ers, a session on kitchen appliances and one on kitchen planning for the girls and two sessions on electric motors for the boys.

Instructors for the school were: Lloyd Brannan, supervisor of area development, Leonora Masterson, director of home services, and Jo Ann Smith, home service advisor. Assisting in the school were: E. M. Weaver, county agriculture agent, Ernest Davis,



PLANS KITCHEN. Leonora Masterson, system director of home services, helps a group of 4-H girls plan kitchens during the electric training school conducted last month for Jefferson County 4-H Clubs at the General Offices in Beaumont.

assistant county agent, Dorothy Marsh, home demonstration agent, Jenny Kitching, assistant home demonstration agent, and Meatra Harrison, associate home demonstration agent.



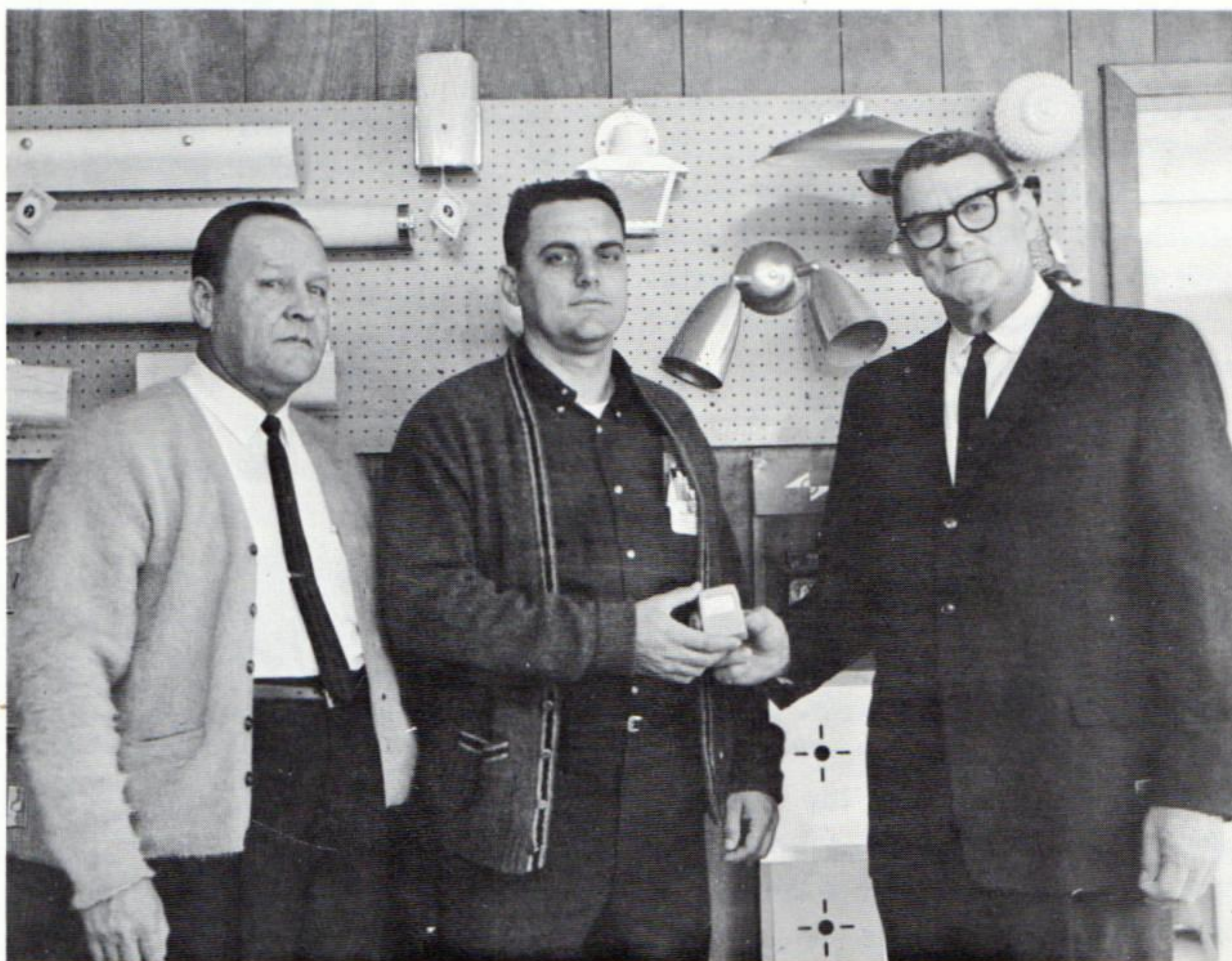
THRIFT PLAN

THE TRUSTEE of the employees thrift plan purchased the following stock during February covering employee deductions and Company contributions through January:

- 2,658 shares of common stock at the total cost of \$71,338.22 or an average cost per share of \$26.839,
- 65 shares of \$4.40 preferred stock at a total cost of \$5,819.55 or an average cost per share of \$89.531.

These costs included brokerage and commission fees.

The trustee also deposited \$13,162.56 with the savings department of the First Security National Bank of Beaumont.



TOPS IN LIGHTING INSTALLATIONS. O. C. "Buck" Wingard, left, commercial sales representative, Orange, winner of the 1965 Commercial Lighting Campaign, and Walter House, right, sales supervisor, Orange, present a G. E. light meter to C. W. "Bubba" Hubbard of Bridge City, top electrical contractor in the Beaumont Division, having the most new lighting installations during the campaign.

TAERF Offers Nuclear Research Summer Fellowships

FOR THE SEVENTH YEAR, summer fellowships in nuclear research are being offered to graduate students in Texas colleges and universities by the Texas Atomic Energy Research Foundation.

As many as six fellowships will be awarded to graduate students of high scholastic standing and with special aptitude in experimental or theoretical physics, electrical engineering or applied mathematics.

All applicants, including those who will begin graduate work in 1966, will be considered. This also includes instructors who are working on advanced degrees.

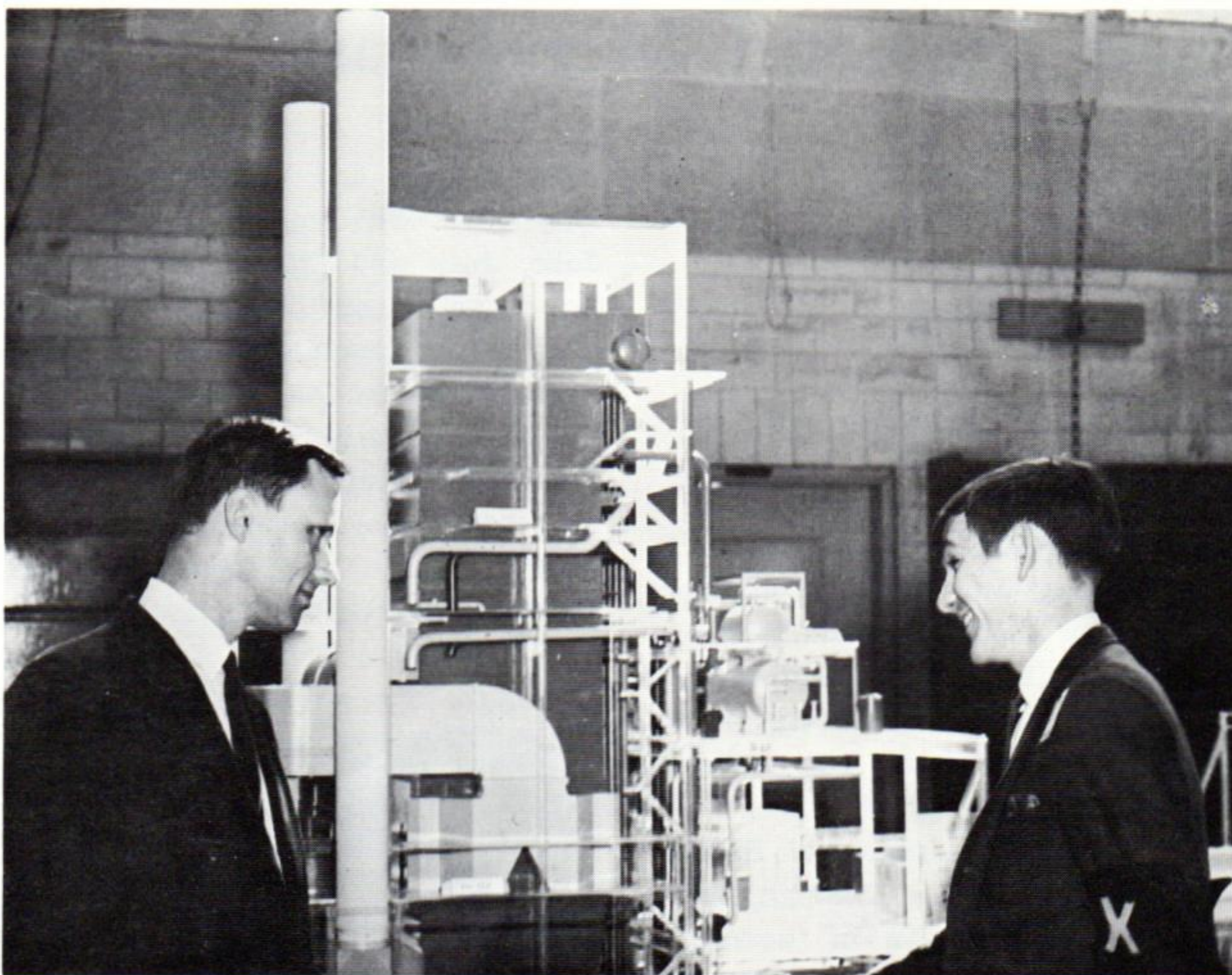
Recipients will work on the joint controlled thermonuclear research program sponsored by the Foundation in the laboratories of the General Atomic Division of General Dynamics in San Diego, California. The Foundation is composed of ten investor-owned electric utility companies operating in Texas, including our Company.

The program is the world's first and largest privately-financed effort in this field. Ultimate goal is to harness the nuclear fusion process of the sun, stars and the H-bomb for the generation of electric power, using the deuterium (heavy hydrogen) of the oceans as fuel.

Deadline for applications was March 1, 1966, and announcement of awards will be made to selected candidates by April 1, 1966.

Drive as if you owned the car and not as if you owned the road.

Payroll Philosophy: Buying U.S. Savings Bonds on the Payroll Savings Plan won't eliminate your monthly bout with the budget, but it can guarantee that you won't spend all your money before you save some.



INSPECT COMPANY DISPLAY. One of the highlights of Orange High School's annual Science Fair in January was a model of our Company's Neches Generating Station. Shown inspecting the model are Dr. Grady Hallman of Houston, one of the lecturers, and Wesley Kennedy, president of Phi Beta Chi Science Club.

Eight Gulf Staters Attend Fort Worth Safety Exchange

EIGHT GULF STATERS represented our Company at the Southwest Electric Safety Exchange, February 23-25, in Fort Worth.

Attending the exchange were: S. L. Stelly, system director of safety; Anders Poulson, safety representative for the Texas divisions; V. L. Holland, mechanical maintenance foreman, Neches Station; C. P. "Red" Jordan, assistant general line foreman, Beaumont Division; Carl Beaumont, assistant general line foreman, Port Arthur Division; Calvin Hall, safety representative, Lake Charles Division; Leonard Ernst, general line foreman, Lafayette District; and W. A. Corkern, assistant general line foreman, Baton Rouge Division.

The Southwest Electric Safety Exchange is made up of safety and operating representatives of nine

Texas, Oklahoma and Louisiana investor-owned electric utilities, The City Public Service Board of San Antonio, The Industrial Generating Company of Rockdale, Texas, and the Lower Colorado River Authority of Texas.

The exchange meets twice yearly to keep the members up to date on electric safety, to exchange ideas and solve common safety problems, review new techniques and methods of safety, review accidents that have occurred within the exchange and study their causes and develop preventative methods, and to develop ideas in respect to safety training.

This meeting of the exchange, which was held at the Green Oaks Inn, was hosted by Community Power and Light Co.

Four Promoted In February

Heaner, Iles

Move to New

Personnel Positions

THE PROMOTIONS of William E. Heaner, Jr., formerly assistant manager of insurance and claims, to director of industrial relations and Ross Iles, formerly right-of-way agent, to insurance and claims representative were made February 16.

Mr. Heaner is a native of Brownsville. He joined our Company as a claim agent in Beaumont in 1960 and was promoted to claim director in 1962.



Bill Heaner

He was graduated from the University of Texas with a LLB degree in 1956 and was associated with a law firm in Brownsville before coming to work for our Company.

Mr. Heaner and his wife, Marilyn, have five children, Ann, Bill, III, Julie, Joan and Mary. The Heaners are members of the First Methodist Church of Beaumont and he holds memberships in the Beaumont Chamber of Commerce, YMBL, Texas Bar Association, State Junior Bar Association, American Judicature Society, Sabine-Neches Claims Association and the Beaumont Golf Association.

Mr. Iles is a native of Merryville, Louisiana. He attended Lamar Tech in Beaumont and joined our Company in 1945 as a rod-and-chain man and became an instrument man in 1948.



Ross Iles

He became a right-of-way man in 1950 and was promoted to right-of-way agent in 1959.

He and his wife, Betty, have four children, George, David, Rebecca and Dianne. He is a member of the American Right-of-Way Association.

Jackson Named

Line Foreman

At Denham Springs

Z. B. JACKSON, formerly utility foreman in Baton Rouge T&D, was promoted to line foreman and transferred to Denham Springs on February 1.



Z. B. Jackson

A native of Denham Springs, Mr. Jackson joined our Company in Baton Rouge in 1949 as a helper in the Electric T&D. He progressed through the line and service positions to become a lineman first class in 1962. He was promoted to utility foreman in 1963.

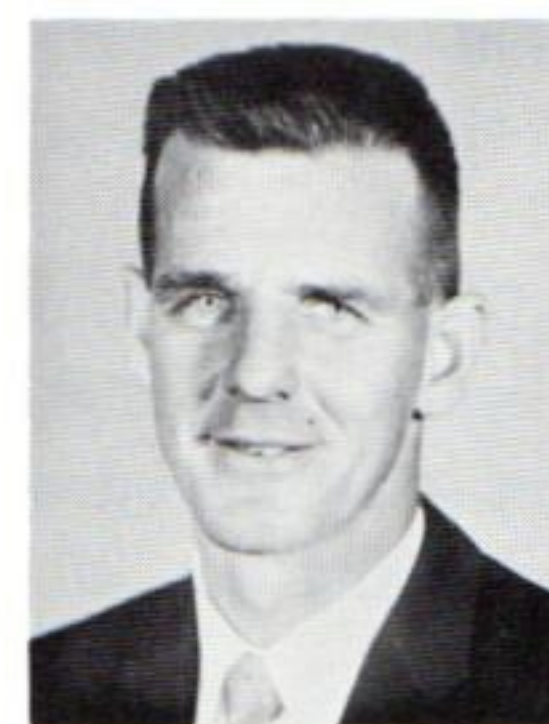
He is married to the former Beverly Fryoux of Baton Rouge and has four children, June Louise, Burt, Doug and Nell. They are members of the Amite Baptist Church.

Eubanks Made

Assistant General

Line Foreman

FRED D. EUBANKS, JR., formerly line foreman at Port Allen, was transferred to Baton Rouge T&D and promoted to assistant general line foreman on February 16.



Fred Eubanks

Mr. Eubanks, a native of Shreveport, joined our Company in 1950 as a helper in the Baton Rouge Line Department. He progressed to serviceman first class in 1956. He was named utility foreman in 1958.

He was transferred to Port Allen in 1959 and was promoted to line foreman in 1963.

Mr. Eubanks attended public schools at Shreveport and Baton Rouge. He is a member of the Port Allen Jaycees and the Boy Scout executive committee of the West Baton Rouge council.

He is married to the former Betty Caillouet of Baton Rouge and they have three children, Tommy, Bobby and Stacey, all students in the Port Allen schools. The Eubanks are members of the First Baptist Church in Port Allen.





RETIREMENT BOUND. Mrs. June Carlisle, center, secretary to Chairman Morrison, was honored as she left on January 31 for a month's vacation prior to her March 1 retirement with a reception in the board room on the 19th floor of the General Offices. Mrs. Carlisle was employed by our Company for more than 35 years.

Mrs. Carlisle Retires March 1

MRS. JUNE B. CARLISLE, secretary to Chairman Morrison, retired March 1. She had been an employee of our Company for more than 35 years.

Mrs. Carlisle, a native of New Orleans, Louisiana, joined our Company as a stenographer in Beaumont. She was named supervisor of the Stenographic Department in 1945 and was named secretary to the president in 1949.

Mrs. Carlisle will continue to make her home at 2770 Lakeview Circle in Beaumont.

Let's Read Our Mail

The following letter is only a sample of the many received after the Accounting Department of the Lake Charles Division refunded cash deposits to area customers.

FROM LAFAYETTE:

Gulf States Utilities,
Jennings,

It was so nice dealing with you and I am thankful there are people like you that can send such nice words as "you were of good payment."

Thanks again,
Ily F. Brignac

FROM WINNIE-STOWELL:

Gentlemen:

Our sincere thanks and appreciation for all of the past donations and help that has been given by you to our Fire Department.

We are a fast growing community; the Fire Department also is forced to grow. We are in need of expanding the building facilities, and in need of a larger and better fire truck.

The fire truck, a Fire Boss, was ordered and is scheduled for delivery the last week in March, 1966. This truck has a 750-gallon water capacity, 500 GPM, and is fully equipped. We feel the price of \$13,391.00 is a bargain.

The volunteer firemen are now building a 30' by 30' addition to the Fire Station at a cost of approximately \$1,400.00.

It is our endeavor to serve your Company and community with the

best possible fire fighting system.

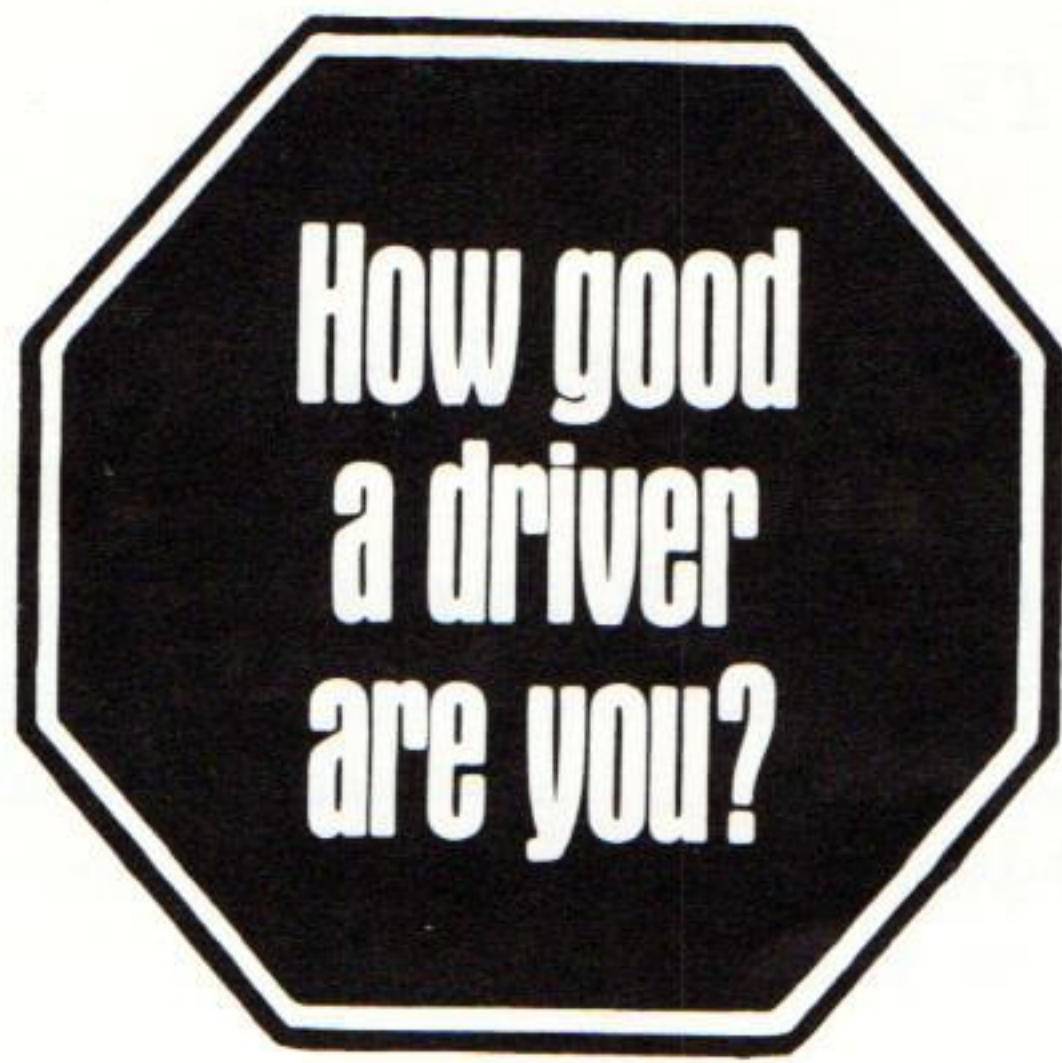
Your Company, with its donations and cooperation, has helped make this expansion and improvements possible.

We welcome a visit from you and your friends to see the Fire Station, expansion and new Fire Truck.

Yours very truly,
WINNIE - STOWELL
FIRE DEPARTMENT
David Hoffpaur, President
Jack Holter,
Secretary and Treasurer

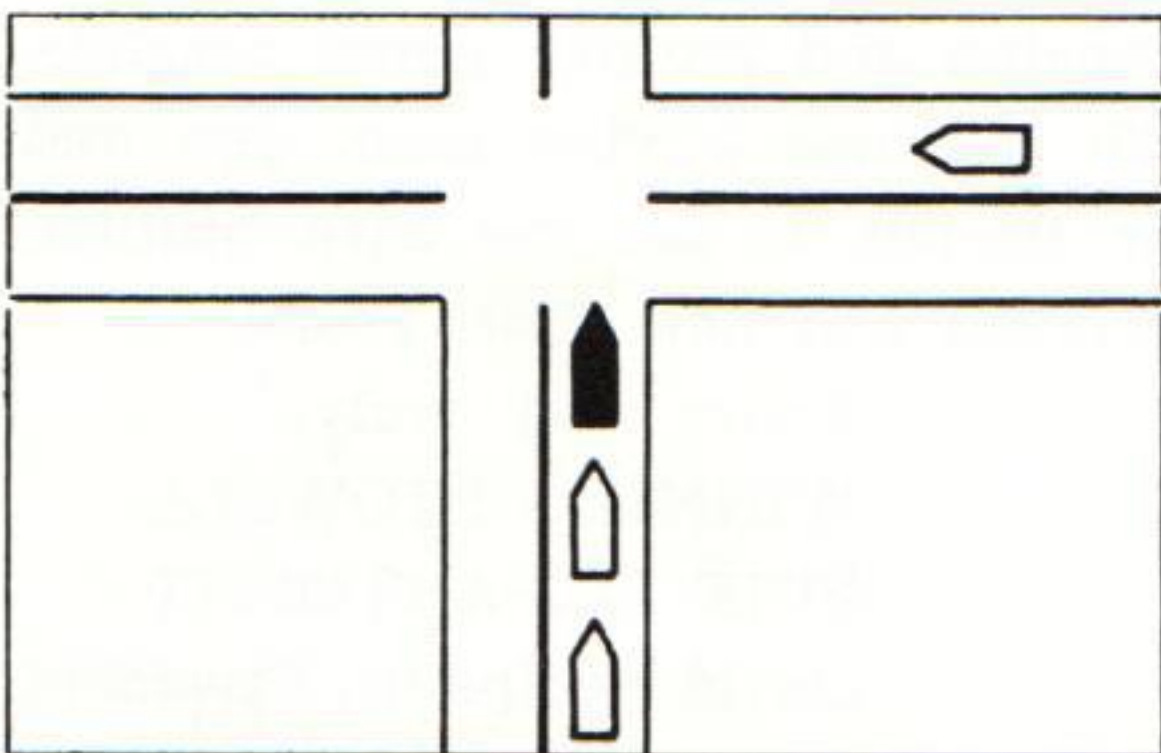


TOUR DATA PROCESSING CENTER. This is part of the 27 students from Lake Charles Landry High School who toured the Data Processing and System Load Dispatching Centers in the General Offices, Beaumont, last month. The students were members of the Landry Math Club. The tour was arranged by Gene Mullin, accounting supervisor, Lake Charles Division.



What
would you
do in
this
driving
situation
?

by Tom Dobbs



You are stopped at a four-way stop. There are two cars behind you. A car on the cross street is approaching the intersection at what you consider to be a suspiciously fast speed.

YOU SHOULD: (a) Spurt across the intersection as quickly as you can so if the car does not stop at the sign it will miss you. (b) Wait and see if the car is going to stop. (c) Start moving out so that if cars behind you want to turn left or right they can.

Reprinted by permission, from "Family Safety," quarterly publication of the National Safety Council.

(Answer on page 19)



A. C. Handley



Jack Reidy

Funeral Services Held For Four Gulf Staters

Handley Dies February 20

A. C. "FROG" HANDLEY, superintendent, Mid-County District, Port Arthur Division, died February 20 at his residence of a sudden illness.

Mr. Handley had been with our Company since 1924 when he came to work as a helper at Beaumont. He was transferred to Port Arthur in 1926. He was promoted to district superintendent and transferred to Nederland in 1928.

A native of Patterson, Louisiana, Mr. Handley had resided in the Mid-County area 42 years. He was a member of the Nederland Lions Club and was a charter member of the Port Neches Rotary Club.

Survivors included his wife, Mrs. Holyn Whitley Handley, 1304 Avenue A, Nederland, two sons, A. C. Jr. and Phil W. of Nederland, and a brother and a sister.

Retired Claim Director Dies January 18

JOHN T. "JACK" REIDY, 73, retired claim director for our Company, died January 18 in a Beaumont Hospital after a brief illness.

Mr. Reidy retired in 1957. He was a native of Belfast, Iowa. He began his 45-year electric industry career with the Mississippi River Power Company at Keokuk, Iowa, in 1912. He later worked for the Houston Electric Company before joining our Company in 1927. He was named claim director in 1953.

He was a member of the Knights of Columbus and was an Army veteran of World War I.

Survivors include his wife, Mrs. Josephine Reidy, 2470 Harrison, Beaumont; one daughter, Mrs. G. W. Ford, Jr., and one son, J. T. Reidy, six grandchildren, all of Beaumont and one sister, Mrs. G. J. Leonard of Springfield, Ill.

Maxie Montage Dies February 13

FUNERAL SERVICES were held February 15 in Beaumont for **Maxie E. Montage**, 68, retired master repairman at Neches Station, who died February 13 in a Beaumont hospital after being stricken at his home.

Mr. Montagne was a native of Abbeville, La. He retired from our Com-



Maxie Montagne

pany on August 1, 1961, after more than 32 years. He came to work on March 7, 1928, as an extra laborer. He spent his entire length of service at Neches Station. He was named master repairman in 1949.

He was a member of the University Christian Church and South Park Lodge 1320, AF&AM.

Survivors include his wife, Mrs. Ethel Montagne, 2970 Ave. A, Beaumont; and two brothers, W. W. Montagne, Port Arthur, and Edgar Montagne, Abbeville.

W. P. LeBlanc Dies

From Electric Burns

FUNERAL SERVICES were held January 22 in Morganza, Louisiana, for Wilfred P. LeBlanc, 30, substation mechanic, first class, Baton Rouge T&D, who died January 21 of burns received in an electrical accident.

Mr. LeBlanc was found unconscious at the Port Hudson substation. It is believed that he came in contact with electrical equipment.

He had been employed by our Company since 1956. He was a member of St. Gerard Catholic Church and Knights of Columbus Council 2150 of Morganza. He was a native of Morganza.

He is survived by his wife, the former Shirley Juanita Seymore, 6663

Spring Drive, Baton Rouge; his parents, Mr. and Mrs. Elphege LeBlanc of Morganza; two sons, Anthony Paul and Kevin Ralph, and a daughter, Georgianna Marie; and two sisters.

Sympathy to:

Mr. and Mrs. Sam H. Chamberlain of Nelson Station on the death of her brother, Howard L. Winborne, Jr., 18, Winsboro, Louisiana, on January 11.

Mr. and Mrs. Clifford K. Welch of Nelson Station on the death of her grandmother, Mrs. Leah Baker, on January 5.

Mr. and Mrs. Clifford E. Johnson of Nelson Station on deaths of her grandfather, Rev. A. B. Marcantel of Thicket, Texas, who was buried Christmas Day, and her grandmother, Mrs.

J. P. Vige of DeQuincy, Louisiana, on February 2.

Mr. and Mrs. William E. Dowden of Nelson Station on the death of their brother-in-law, George Gregory of Sulphur, Louisiana, February 9 and also the death of their infant cousin, Russell Dowden, February 14.

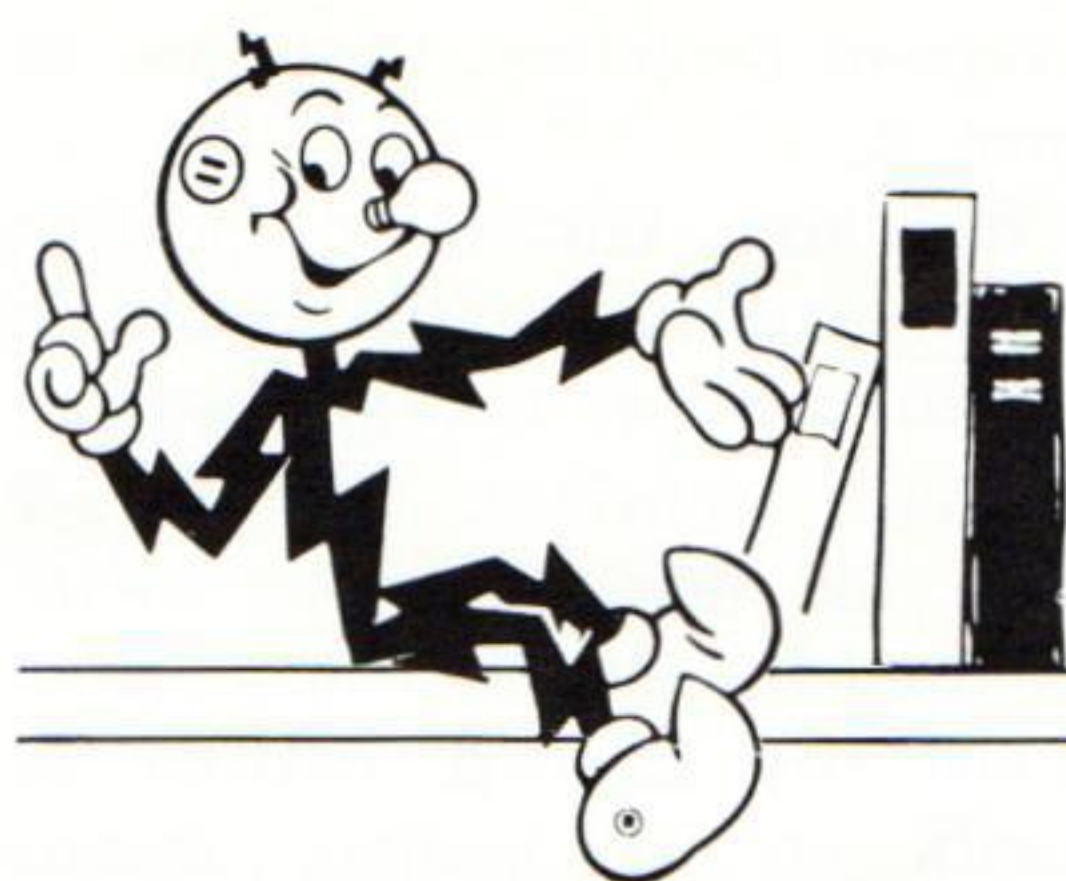
Mr. and Mrs. Rene A. DeBlanc on the death of her brother, Arthur Zimmer of Simsport, Louisiana, February 14.

Mr. and Mrs. Mark A. Couvillon on the death of Mrs. Couvillon's brother, Arthur Zimmer. Mr. Couvillon is a meterman first class in the Baton Rouge Gas Department.

James D. O'Pry, mechanic's helper, Sabine Station, on the death of his mother, Mrs. Anaise O'Pry of Beaumont.



HEADS JENNINGS POLICE AUXILIARY. Rodney Ringuet, second from right, a meter reader in the Jennings District, has been elected president of the Jennings Police Auxiliary. Members of the Jennings police force are Calvin Benoit, J. C. Gauthier, chief of police and the husband of Mary Gauthier, clerk in the Jennings District office and Gilbert Touchet. At the right is City Judge Lestage.



On Our Library Shelves

Texas Christian University—The Recent Developments (pamphlet) by M. E. Sadler. History of Texas Christian University.

What's Past Is Prologue by J. V. Clyne (pamphlet). History of Mac-Millan, Bloedel and Powell River Limited.

The American Distilling Company—A Story of People, Products and Progress by Russell R. Brown (pamphlet). The history of American Distilling Company.

The Story of a Man and a Garden by Howard H. Callaway (pamphlet). Honoring the memory of Cason Callaway and relating the story of Callaway Gardens.

Jewelers to Philadelphia and the World—125 Years on Chestnut Street by Joseph Hugh Green (pamphlet). The history of the J. E. Caldwell and Company.

The City and the Bank 1865-1965 by Otto N. Frenzel (Pamphlet). The story of Merchants National Bank and Trust Company of Indianapolis.

The Scratch Heard 'Round the World by William H. Wendel (pamphlet). The story of the Carborundum Company.

J. A. Jones Construction Company—75 Years' Growth in Construction by Edwin L. Jones (pamphlet). The history of the J. A. Jones Construction Company.

University of Texas Staff Directory (Reference) 1965-1966 Directory of the Staff on the Main University.

Complete Speaker's and Toastmaster's Library by Jacob M. Braude (8 Volumes). Definitions and Toasts; Remarks of Famous People; Origins and Firsts; Rhyme and Verse—to Help Make a Point; Proverbs, Epigrams, Aphorisms, Sayings, and Bon Mots; Human Interest Stories; Business and Professional Pointmakers; Speech Openers and Closers.

Personality and Organization by Chris Argyris. This book takes a hard look at the wealth of current thinking and practice on the human factor in organization.

The Meaningful Interpretation of Financial Statements by Donald E. Miller. Answers basic questions by furnishing fundamental financial guidance to aid and encourage thoughtful analysis by businessmen, many of whom do not realize that financial proficiency can be acquired without a specialized education.

Key Chemicals for Industry Progress in the chemical industry—and at Wyandotte—is never ending.

The Road Ahead by John T. Flynn. John Flynn wrote the book to answer a question that practically everybody is asking: Where are we in America heading?

Controlling Overhead by Harry Tipper, Jr. The book will help you to establish new standards by which you can recognize the danger signs of excessive overhead.

The Managerial Grid by Robert R. Blake and Jane S. Mouton. Is a key for mobilizing human effort and for getting the maximum performance results of which people in industrial life are capable.

Port Arthur Takes First Place in 1965 Commercial Sales

PORT ARTHUR DIVISION finished the 1965 commercial sales competition in number one place in overall per cent of quota. Port Arthur earned this honor by coming in first in resistance heating and cooking.

Tying for second place were Baton Rouge and Beaumont Divisions. Beaumont was first in heat pumps sales. Lake Charles ended the competition with a first place in lighting.

Dolph McKowen, Baton Rouge, was named top commercial representative for 1965 in overall per cent of quota. Other division leaders were: **Paul Baker**, Port Arthur; **Rufus Meir**, Lake Charles; **Billy Creel**, Beaumont; and **Volz Elliott**, Navasota.

Beaumont Division was the top division in the 1965 commercial cooking campaign with **Wyatt Bell** being named top man in per cent of quota. Navasota Division finished top place in the interior and floodlighting campaign. Top man in the lighting campaign was **O. C. "Buck" Wingard** of Orange.

gulf staters in the news

Herschel Mathews, advertising director, Beaumont, has been named chairman of the Beaumont United Appeals publicity committee.

W. E. Richard, system superintendent of commercial and industrial sales, was named to serve as "Big Boss" of the annual membership roundup of the Beaumont YMCA for the second consecutive year. The drive was held March 3-15. This year's drive had a goal of 1,650 members. Last year's goal was 1,240 and under Mr. Richard's leadership the membership reached 1,462.

Warmack, Matherne Assigned New Engineering Positions

TRANSFERS FOR **J. L. WARMACK**, formerly methods and system engineer in Engineering-Information Services, and **Emile P. Matherne**, formerly liaison engineer for the Lake Charles Division, were announced March 1.

Mr. Warmack was made liaison engineer for the Lake Charles Division



John Warmack

and transferred to Engineering - Services, while Mr. Matherne was made an engineer in the Project Section of Engineering - Services.

Mr. Warmack, a native of Hope,

Ark., joined our Company in 1952 as a junior engineer at Louisiana Station in Baton Rouge. He was transferred to Beaumont as an electrical engineer in System Production in 1959. In 1964, he was placed on special assignment by System Engineering, and in 1965, was made methods and systems engineer.

He is married to the former Mary Allen of Baton Rouge and they have four children, Patricia, John, Jr., Mary Jane and Robert. He is a member of the Beaumont Chamber of Commerce, the YMBL and the Institute of Electronic and Electrical Engineers. He is a registered professional engineer in Louisiana and Texas.

Mr. Matherne, a native of Louisiana, joined our Company in 1947 at



Emile Matherne

Port Arthur. Prior to coming to work for our Company, he was employed as an engineer by Westinghouse Electric Corp. He is a 1942 graduate of the University of Southwestern Lou-

isiana at Lafayette.

He was transferred to Beaumont in 1948 where he worked in various engineering positions until being transferred to the Lake Charles Line Department in 1950. He was transferred back to Beaumont in 1961 as project engineer.

Mr. Matherne and his wife, Marjorie, have four daughters, Lynn, Ellen, Cynthia and Lisa. He is a member of the Maplewood Association, the Beaumont Chamber of Commerce and the YMBL. He is a registered professional engineer in both Texas and Louisiana.

Two New Home Service Advisors Added To Baton Rouge, Port Arthur Sales Staffs

TWO NEW HOME SERVICE ADVISORS have been added to our sales staff in recent months. **Mrs. Fredda Hobgood** joined our Company at Baton Rouge and **Mrs. Marianne Nelson** was employed in the Port Arthur Division.

Mrs. Hobgood has been assigned to work with school groups and make house calls in the rural area of Baton Rouge Division.



Mrs. Hobgood

She is a native of Memphis, Tenn., and a graduate of Memphis State University from which she received a B.S. in home economics in education in August, 1962. She also attended Mary Hardin Baylor University in Belton, Texas.

Prior to joining our Company she taught school in Needville and Killeen, Texas. Upon completion of college she was employed as a legal secretary in Memphis.

Mrs. Hobgood is a member of the American Home Economics Associa-

tion, the Louisiana Home Economics Association and the Home Economists in Business Association. Mrs. Hobgood's husband, William, is attending graduate school at Louisiana State University.

Mrs. Nelson has been assigned to Port Arthur's Mid-County office and will work in Port Neches, Nederland and Groves.



Mrs. Nelson

She is a native of Houston but was reared in Nederland. She is a 1961 graduate of Nederland High School.

Mrs. Nelson attended Texas Women's University at Denton for a year before transferring to Lamar Tech, where she was graduated in January with a bachelor of science degree in home economics.

While attending Lamar Tech, she was a member of the Home Economics Club.

Mrs. Nelson is married to Harlan A. Nelson, Jr., and they have one child, Stan.

When we form the habit of faithfulness in doing even the little or lesser things, we are developing and training that wonderful power in us which can help us to do greater things with joy and efficiency. —Lowell Fillmore in PROGRESS.

Answers to Safety Quiz

(Page 16)

(b) Always assume that any vehicle about whose movements you're in doubt is going to do the most dangerous thing possible. In this case that would be running the stop sign and perhaps plowing right into you if you pull out. Stay put till you see what the other driver's going to do.

System Treasury Announces Changes for Ten Employees

PROMOTIONS HAVE BEEN MADE for ten Beaumont employees of the System Treasury Department.

The following four promotions will be effective April 1.

W. T. Buckley, formerly plant accountant, has been named director of tax accounting, Tax Accounting Section.



Bill Buckley

Mr. Buckley has been with our Company since May, 1927, when he came to work as an office boy at Beaumont. He progressed through various accounting classifications until made chief plant accounting clerk in 1948. He has been plant accountant since 1956.

He is a native of New Orleans, but was reared and educated in Beaumont where he was graduated from the South Park High School. He is married to the former Jymme Thronton of Pine Bluff, Ark. They have two sons, James, a senior at Lamar College, and W. Tyrell, Jr., of Houston.

Ward C. McCurtain, formerly tax accountant, has been advanced to director of accounting operations in the Accounting Operations Section.



Ward McCurtain

A native of Poteau, Okla., Mr. McCurtain was reared and educated in Fort Worth where he was graduated from Fort Worth Technical High School. He was graduated in 1952 from the University of Texas with a BBA in public accounting.

He joined our Company in February, 1952, as an accounting clerk. He left in June, 1952, for a tour of duty with the U. S. Air Force. When he returned in 1954, he was assigned as a senior accounting clerk in General Accounting. In 1954 he was made an administrative assistant in the Tax

Department. He was made an insurance and tax representative in 1962. He has been a tax accountant since 1965.

He is married to the former Edna Earl Whitton of San Augustine, Texas. They have three sons, David, Kenny and Danny. They are members of the First Baptist Church of Beaumont.

J. T. "Ted" Meinscher, Jr., formerly assistant general accountant, has been



Ted Meinscher

promoted to director of plant accounting in the Plant Accounting Section.

Mr. Meinscher, has been an employee of our Company since September, 1950. He came to work in Beaumont as an accounting clerk. He left in 1953 for a two year tour of duty with the U. S. Army. When he returned in 1955 he was assigned as a senior accounting clerk to Data Processing. He was made an accountant junior in 1957 and was promoted to assistant supervisor of billing in 1958. He advanced to supervisor of machine accounting, General Accounting, in 1960. He had been assistant general accountant in General Accounting since February, 1964.

He is married to the former Marlene Crabbe of Beaumont. They have one son, Russell. They are members of the Bethlehem Lutheran Church.

H. R. "Hank" Rouse, formerly supervisor of general accounts, has been



Hank Rouse

promoted to director of accounting services in the Accounting Service Section.

A native of Beaumont, Mr. Rouse was employed following his graduation from the University of Texas in June, 1956, as a senior accounting clerk in Plant Ac-

counting. He holds a BBA degree in accounting.

In 1960 he was named accountant in the Statistical Section and was made section supervisor of classification and responsibility accounting in 1962. He has been supervisor of general accounting since March, 1965.

Mr. Rouse is married to the former Ruth Borchardt of Elmira, Ontario, Canada. They have three children, Peggy, Kathy and Ford. The Rouses are members of St. John's Lutheran Church.

The following promotions for two Systems and Procedures accountants were effective March 1.

Bobby Fleming, has been promoted to systems analyst, Systems and Procedures.



Bobby Fleming

Mr. Fleming has been with our Company since May, 1958, when he came to work as a general clerk in General Accounting. He is a native of Center, Texas, where he attended school. He attended Stephen F. Austin College and is presently working on a BBA degree at Lamar Tech.

He was transferred to Data Processing in 1961 and was made an accountant junior in 1962. Later that year he was transferred to Plant Accounting. He has been in System and Procedures since 1963.

Mr. Fleming is married to the former Jeanne Smith of Jacksonville, Texas. They have three children, Lisa, Robbie, and David. They are members of the Pineburr Baptist Church.

K. T. "Tracy" Webb, has also been named a systems analyst.



Tracy Webb

A native of Tyler, Texas, and a graduate of Tyler High School, Mr. Webb is a 1961 graduate of Lamar Tech with a BBA degree in industrial management.

He joined our Company in January, 1961, as an ac-

countant junior in Data Processing. He was moved to General Accounting in July, 1961. He left for a tour of duty with the Air National Guard in November, 1961. He returned to General Accounting in January, 1962. He was transferred to Data Processing in 1963 and to Systems and Procedures in 1964.

The promotions and transfers of the following four junior accountants were effective March 16.

J. R. "Ray" Long has been named administrative assistant in Accounting Operations Section (Accounts Payable).



Ray Long

Mr. Long was employed in March, 1961, as an accountant junior in General Accounting. He was recalled to active duty with the U. S. Army Artillery in 1961. Upon his return in 1962, he was reassigned to General Accounting. He was moved to Plant Accounting in 1964.

He is a native of Whitesboro, Texas, and was graduated from Austin College, Sherman, Texas, with a BBA in business. He is a member of the First Baptist Church of Beaumont, president of the Austin College Alumni in Beaumont and a member of the Southwest Basketball Officials Association. He served in the Army in 1957 and again in 1961 with the rank of master sergeant.

Mr. Long is married to the former Ann Jones of Beaumont. They have two children, Karen, and Kenneth.

P. M. "Pat" Pierson was named supervisor of general accounts in the Accounting Services (General Accounts).



Pat Pierson

He has been with our Company since May, 1965, when he was hired as an accountant junior in General Accounting. He is a native of Beaumont, but was reared and educated in Baytown,

Texas, where he graduated from Lee High School. He received his BBA degree in accounting from Lamar Tech in 1962. He also attended the University of Houston Law School. He is married to the former Diane Younger of Beaumont. They have one daughter, Pamela. They are members of the First Methodist Church in Beaumont.

B. J. "Bobby" Willis has been promoted to internal auditor and transferred from Purchasing to Internal Audit Section.



Bobby Willis

A native of New Orleans, he attended the Bogalusa, Louisiana, schools and was graduated in 1962 from Louisiana State University with a BS in personnel management. He joined our Company in January, 1962, as an accountant junior in Plant Accounting. He was transferred to Purchasing in 1964. He served with the U. S. Army for four years prior to entering LSU.

Mr. Willis is married to the former Geraldine Altazin of Baton Rouge. They have two children, Stephen and Tammy Jo. They are members of the Maplecrest Baptist Church of Vidor.

Lyle P. Gerac has been transferred from Accounting General to Financial and Regulatory Reports Section and promoted to administrative assistant.



Lyle Gerac

A native of Lafayette, he was graduated from the University of Southwestern Louisiana in 1963 with a BS degree in business management. He is a former U. S. Air Force officer.

He is married to the former Marie Louise Braud of Gonzales, Louisiana. They have one son, Phillip Martin. They are members of St. Ann's Catholic Church.

Grimes Promoted To Analyst In EDP Group

J. L. "JIM" GRIMES, formerly a senior engineering assistant in En-



Jim Grimes

gineering Data Processing, Beaumont, was promoted to system analyst in the EDP Group on March 1.

A native of Nederland, Mr. Grimes was graduated in 1952 from Nederland High School. He attended Lamar Tech where he studied engineering.

He has been employed since August, 1953, when he came to work as an engineering helper in the System Operator's Office. He was transferred to the Planning Section in 1957 and made an engineering assistant. He became a engineering assistant senior in 1958 and was assigned to the EDP Group in 1965.

Mr. Grimes is married to the former Jane Fish of Nederland. They have four sons, Mike, Kelly, Patrick and Casey. He is a member of Trinity Presbyterian Church in Port Neches where he is a deacon.

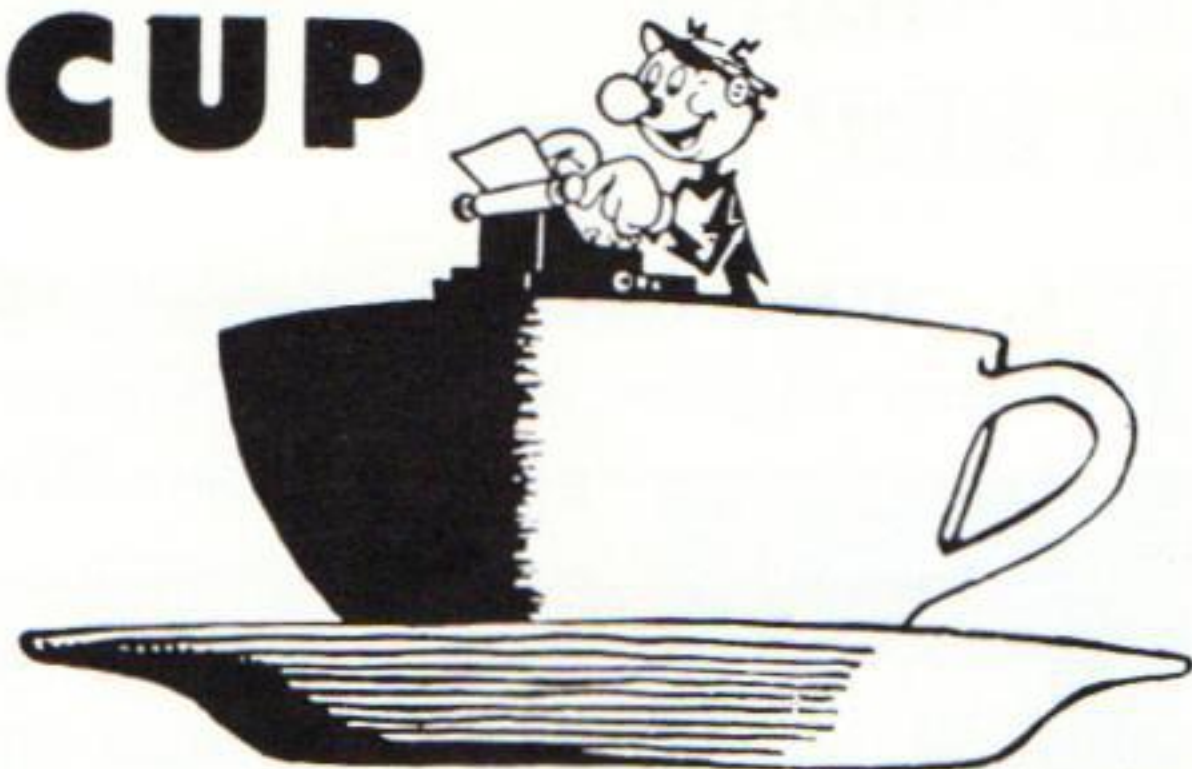
Employees Make Rural Night Watch Campaign a Success

GULF STATERS SOLD 14 rural nightwatch lights during the 61-day Rural Nightwatch Lighting campaign which ended last month.

A total of 875 rural lights were sold during the campaign. For each light sold, employees received 1,000 trading stamps. So for a number of enterprising employees this resulted in their getting 875,000 trading stamps.

Lake Charles Division headed the list with the sale of 233 lights. In second place was Beaumont Division with 220 lights; Baton Rouge, third, 209 sales; Navasota, fourth, 195 lights; and Port Arthur, fifth, 18 installations.

COFFEE CUP



REFRESHMENTS WERE SERVED

December 30 to friends of **Mary Dewey** who called to bid her adieu on her last day at work. Mary has since dropped in to see us with a platter of fudge, pictures and a gay spirit. She seems to be thoroughly enjoying her retirement.

—By *Glenda Milner*



FORMER GULF STATER and ex-home service advisor **Kay Smith** and husband, **Capt. Billy Earl Smith** and their two sons, **Bob** and **Charles**, visited briefly with their **GSU** friends in **Port Arthur**. They were enroute from **Darien, Connecticut** to **Naples, Italy**, where **Billy Earl** will assume duties as manager of operations for **Afran Transport**, a wholly-owned **Gulf** company. **Kay** extended a "standing invitation" for their friends to visit them in **Italy**.

With deer season and deer stories behind us, about the most down-to-earth truthful story I've heard was from **Carl Beaumont**. Knowing **Carl** had been on a deer trip, I asked him how he fared. "To tell you the truth, I didn't even see a deer to shoot at." . . . then I strolled on into the coffee shop and overheard this fish story:



NEW YEARS DANCE. Members of the **Lake Charles Kilowatt Klub** welcomed in the New Year with their annual dance in the ballroom of the **Charleston Hotel**. Music was provided by "The Yellow Jackets."

An employee was telling about the time he was out fishing in a boat and pulled up this one-eyed fish . . . "say, this isn't a one-eyed fish, here is the other eye on the other side of the boat." . . . back to work . . .

—By *Lorraine Dunhan*



OPAL TEMPLE, senior clerk for the **Baton Rouge Bookkeeping Department**, underwent surgery in **January** and returned to work the middle of **February**.

Also on the sick list was **June Oliver**, **Service Application**, who was out about six weeks following an operation.

We have some new employees in **Customer Accounting** — **Laura Fussell**, she's the wife of **Howard Fussell**, former writer in **System Advertising** in **Beaumont** who is now attending **LSU Law School**; **Charlene Carpenter**, **Madge Courtney**, **Gerry Peterson**, **Marie Agosta**, and **Sandra Averette**. **Susan Kimball** replaced **Sandra Miller**



LEAVES COMPANY FOR A&M. **Shirley Bolton**, who recently left the Company after 15 years, was presented with a farewell gift of silver from her friends by **Mickey Knobloch**, supervisor of credit and collections, **Baton Rouge**. **Shirley** resigned to become the wife of **Carl Anderson**, a professor at **Texas A&M University**.

who left on **February 9**. **Sherry Morrill** has succeeded **Stevie Pillow** as secretary for the **Purchasing Department**.

—By *Nancy Hoehn*

C. A. SMITH, service supervisor, **Gas Department**, has returned to work and is doing fine after a recent operation.

—By *Cecile Keller*

Baton Rouge Fishing Rodeo Scheduled To Begin May 27

THE ELEVENTH ANNUAL employee fishing rodeo will be held from 6 p.m., **May 27** through 12 noon, **June 5**.

Location: **False River** and **Old River**

Tickets: \$2 each

Officers: **Don Blue**, **Baton Rouge Gas**, chairman; **John Hood**, **Louisiana Station**, treasurer.



Mr. and Mrs. Wisner Boudreaux, Jr., equipment operator, Sabine Station, on their son, **Jeffery Vincent**, January 22.

Mr. and Mrs. Johnny L. Sullivan, senior engineering assistant, Beaumont, on their son, **Michael Kyle**, January 14.

Mr. and Mrs. Herald Bagwell, apprentice, T&D-Line, Beaumont, on their son, **Barry Scott**, January 3.

Mr. and Mrs. Dennis P. Schultz, Jr., buyer, Purchasing, Beaumont, on their son, **Craig Allen**, January 8.

Mr. and Mrs. Archie L. McClure, repairman first class, Louisiana Station, Baton Rouge, on their son, **Daryl Scott**, December 1.

Mr. and Mrs. Jim T. Griggs, auxiliary operator, Louisiana Station, Baton Rouge, on their daughter, **Susan Dwinette**, December 31.

Mr. and Mrs. Thomas E. Parsley, relayman second class, Beaumont, on their son, **Thomas Earl II**, January 5.

Mr. and Mrs. Melvin J. LeBlanc, Jr., serviceman first class, T&D, Baton Rouge, on their daughter, **Tracie Clare**, December 12.

Mr. and Mrs. B. W. Reiser, engineer in Baton Rouge Gas, on their daughter, **Susan Diane**, January 24.

Mr. and Mrs. Robert G. Leger, store-room assistant, Accounting, Beaumont, on their son, **Robert Troy**, December 8.

Mr. and Mrs. Lemuel H. Jackson, Gas, Baton Rouge, on their daughter, **Beverly Ann**, January 5.

Mr. and Mrs. Ronald D. Streitmatter, meter reader, Lake Charles, on their son, **Randall Tracy**, December 21.

Mr. and Mrs. William H. Tholborn, lineman first class, Baton Rouge, on

their daughter, **Stacy Edna**, January 18.

Mr. and Mrs. Leonard D. Crank, helper, T&D, Baton Rouge, on their son, **Leonard Shae**, February 5.

Mr. and Mrs. Joseph P. Sibley, apprentice, T&D, Baton Rouge, on their daughter, **Janell Lynn**, February 3.

Mr. and Mrs. Ray Vick, line foreman, T&D, Beaumont, on their daughter, **Kimberly Ann**, February 10.

Mr. and Mrs. Louis W. Jones, T&D, Baton Rouge, a son, **Rodric Anthony**, December 28.

Mr. and Mrs. Ralph L. Haynes, engineer, T&D, Baton Rouge, a daughter, **Lauri Lynn**, February 6.

Mr. and Mrs. Joseph C. Hoell, electrician first class, Neches Station, Beaumont, a son, **John David**, February 14.

Mr. and Mrs. Daniel R. Blanchard, electrician first class, Nelson Station, Lake Charles, a daughter, **Peggy Ann**, February 14.

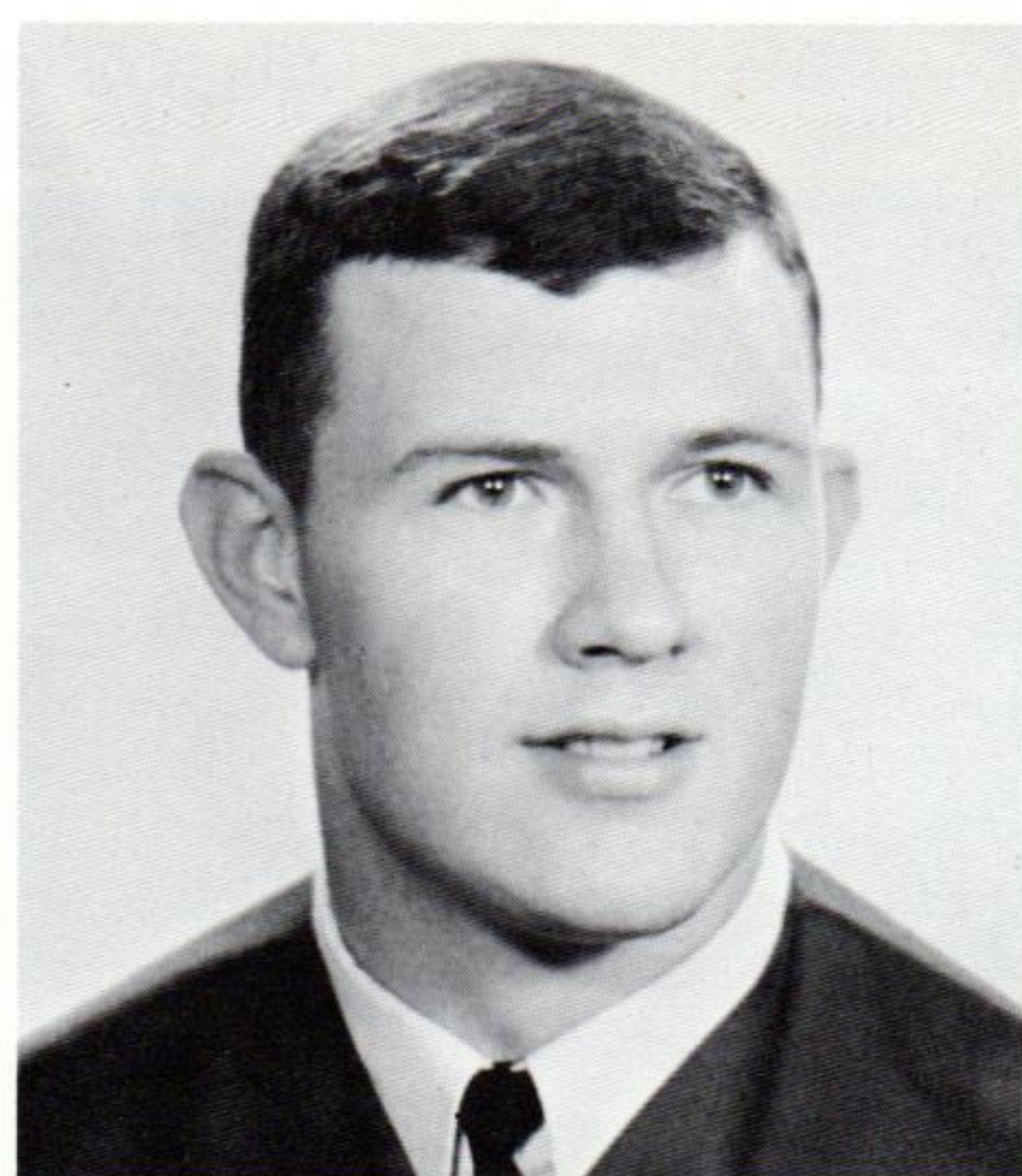
Mr. and Mrs. Darrell W. Goodwin, appliance repairman third class, T&D, Jennings, a son, **Timothy Jude**, February 4.



A NEW LITTLE CRYER. We have it on good authority that Mary Elizabeth does not live up to her last name, but is a very good and sweet little girl. She is the daughter of Mr. and Mrs. James E. Cryer, he's an industrial engineer in Beaumont Sales. Mrs. Cryer was formerly employed in Beaumont T&D. Mary Elizabeth was born December 26.



NAMED BASKETBALL SWEETHEART. Linda Kay, one of the twin daughters of R. H. Ellis, administrative assistant, System Treasury, Beaumont, was named sweetheart of the Beaumont High School basketball team February 4, at the annual basketball banquet held at the Royal Manor in Beaumont. Linda Kay is senior at Beaumont High School. She was presented with a bouquet of roses and carnations.



AWARDED SCHOLARSHIP. Mike Doiron, son of Mr. and Mrs. Jack Doiron, Beaumont T&D, has been awarded a football scholarship to Lamar Tech. The 6' 3", 195 pounder won three varsity letters in football at South Park High School and two varsity stripes in basketball. During his three years at South Park, Mike was a member of the National Honor Society, Junior Classical League and Hi-Y. He plans to major in pre-dentistry.

Jennings GSUer's Daughter Accepted As Student in Houston

PEGGIE LYN BILLODEAUX, daughter of Mr. and Mrs. J. W. Billodeaux, he's an appliance repairman in Jennings, has been accepted as a student by the Juliet Gibson Career College of Houston.



Miss Billodeaux is a graduate of Jennings High School. She seeks a career in fashion merchandising.

The college trains young ladies for supervisory positions in fashion merchandising, business administration, executive secretarial, public relations, as well as modeling and finishing courses. It is a member of the largest chain of private career schools in the world, offering college level training in specific vocational areas.

Miss Billodeaux will undergo an extensive one-year program in fashion

coordination, fabric study, color and design study, fashion sketching and fashion writing. She will attend school for a half day and will work in fashion merchandising business the other half day.



Shirley J. Noah, customer clerk, Beaumont, was wed to T. W. Moak on December 24.

Thomas E. Clayton, truckdriver, T&D-Line, Baton Rouge, and Dorothy Jackson were wed on December 22.

Neill G. Carpenter, supervisor of industrial and commercial sales, Lake Charles, and Marion G. Kaough, were wed on January 27.

Jane Williams, Baton Rouge Customer Accounting, was wed to Ronnie Kennedy on February 4.

Shirley Bolton, Baton Rouge Customer Accounting, was wed to Carl Andersen on December 25. They now reside in College Station, Texas, where Mr. Andersen is a professor at Texas A&M University.

Barbara Thompson, Baton Rouge Gas Department, was wed to Clinton Hyatt, Jr., on January 15. They were married in the Bluff Creek Baptist Church by Barbara's father, Rev. W. L. Thompson, Jr. The couple now make their home in Zachary, Louisiana.

Linda S. Burford, clerk, Stores Accounting, Beaumont, was wed to Melvin Jackson Bailey on February 18.



RECEIVES SCHOLARSHIP. Vikki Diane, daughter of John A. Leteff, foreman, Baton Rouge Gas, was awarded a \$900 scholarship from Louisiana Power and Light Company on November 9 at the LSU College of Agriculture Honors Convocation. Vikki, a home economics sophomore, has an average of 2.73 out of a possible 3.



Jane Says "Thanks " Too.

Collier Family Says "Thanks" To Their Friends For Thoughtfulness

The family of Bob Collier, he's an industrial engineer in System Commercial and Industrial Sales, Beaumont, were involved in an automobile accident in Lake Charles on January 28. Hospitalized were Bob, his wife, Claire, and their children, Tommy and Jane. Bob was released after about a week and Claire and Tommy a couple days later. Jane, their five-year-old daughter, was not able to return home to Beaumont until March 2.

OUR SINCEREST THANKS to all the Gulf Staters in Lake Charles, Beaumont and Baton Rouge for the hospital visits, phone calls, flowers and gifts, and our blood donor, Louis Guthrie, after our accident.

Words cannot fully express our deep appreciation for all the kindnesses extended to us when we needed all of you and you came to our rescue.

Sincerely,
Claire and Bob Collier

The Edison Electric Institute predicts that the nation's investor-owned electric power companies will invest \$4.9 billion in new electric plant and equipment in 1966. They invested \$4.0 billion in 1965.

With a total investment in electric plant and equipment of over \$60 billion, the investor-owned electric companies comprise the largest single industry in the United States.

Creeping Socialism—A Myth?

I DON'T LIKE SOCIALISM, whether it crawls, walks or gallops, but my subject is how that concept creeps in these United States. The techniques are various. I shall cite just a few of them.

First, socialism—especially in the electric utility area—creeps by propagating of myths which are nonsense, but which gain currency by persistent repetition. One of them is that public utilities are “guaranteed” a fair rate of return, with the utility stockholder always “assured” of his dividend. That isn't so. Justice Brandeis declared 40 years ago—and most regulatory agencies have followed him—that the compensation to which a utility is entitled is an opportunity to earn “the reasonable cost of conducting the business.” Furthermore, as the Supreme Court said in the Natural Gas Pipeline Company case, “regulation does not insure that the business shall produce net revenue.” How could it? Our economy does not work that way, as anybody who still holds urban transportation securities must be grimly aware.

Then comes the suggestion that utilities, because they are natural monopolies in some degree, are not part of the free enterprise system. That is sheer rhetoric. But it persists.

An example is the statement made on February 28, 1958, before the Joint Committee on Atomic Energy of the 85th Congress by Clyde T. Ellis, who spoke from his platform last year. (Mr. Ellis is general manager, National Rural Electric Cooperative Assn.) He said, referring to what he called the “private commercial power companies,” “(They) are not part of the private enterprise

system themselves according to the Congress of the United States, state legislatures, and the courts.”

Because this charge did violence to my preconceptions, I asked Mr. Ellis to cite the determinations of Congress, the state legislatures, and the courts to which he referred. And I enclosed a stamped, self-addressed envelope. One month later, Mr. Ellis answered to say that he had passed along my inquiry to his counsel, Lawrence Potampkin of the Washington, D. C., bar, who replied frankly, “I cannot give you any reference to legislation or a decision of a court of last resort on the question whether the commercial power companies are part of the free enterprise system.”

Perhaps Mr. Ellis' observation was not a deliberate misrepresentation. He may have believed what he said should be so, and therefore was so.

I should add that the rural electric cooperatives consistently claim that they are members of the free enterprise club, even though they also are in large measure natural monopolies. For example, David A. Hamil, former Administrator of the Rural Electrification Administration, declared in the *Public Utilities Fortnightly* that the cooperatives “are an important and productive segment of the American free enterprise system.” The cooperatives are a part of the free enterprise system but, according to Mr. Ellis, the “commercial” companies are not. Just plain “Nuts!”

(Excerpts from article by Professor A. J. G. Priest in Public Utilities Fortnightly of Sept. 30.)

AFTER FIVE DAYS RETURN TO

Plain Talks

P. O. BOX 2951
BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED

Bulk Rate
U. S. POSTAGE PAID
Beaumont, Texas
Permit No. 11



FORTY YEARS OF SAFETY. A safety record of 40 years' standing is a feat seldom achieved. Such a record is extremely remarkable when it is set by a group working at jobs that carry a high accident-frequency rate. But the Baton Rouge Storeroom employees have been handling heavy materials since December, 1925, without a single lost-time injury.

Here the present storeroom employees are congratulated on their continuation of the safety record by J. W. Kirkland, division manager, and B. R. Garrison, division accounting supervisor. Moving annually a large volume of heavy reels of wire, crates and boxes of material, crossarms and other supplies are; left to right,

Major R. Saunders, Oscar Hunter, Wickliffe Battley, Kelton Whitehead, Cecil Achord, Dallis Renfrew, Bobby Kirkpatrick, J. W. Babin, Sammy Stephenson, Kenneth Bernard, and M. C. Corkern, storeroom supervisor. Not present when the picture was made was Lawrence Vaughn.

"None of you was working in the Storeroom Department when this long-time record began," President Richard wrote in his congratulatory letter. "But you have been a part of this continuing success story and so may feel justifiably proud. Your individual contributions to this magnificent team effort certainly commands the respect and admiration of your fellow-employees throughout our system."